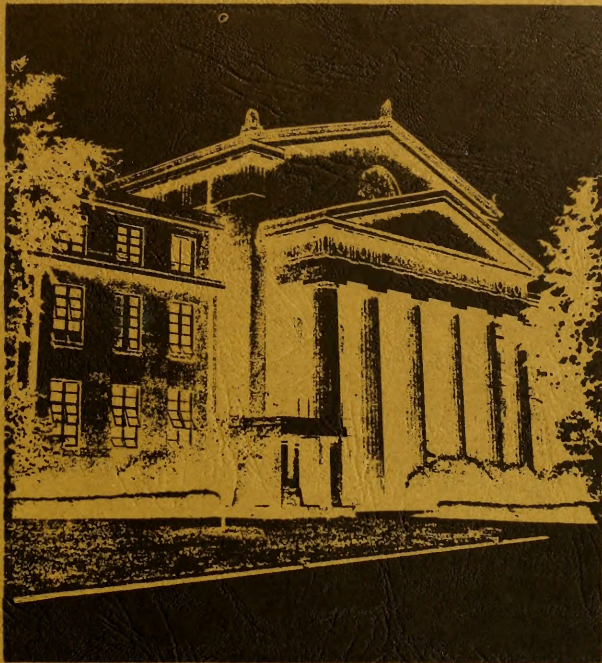


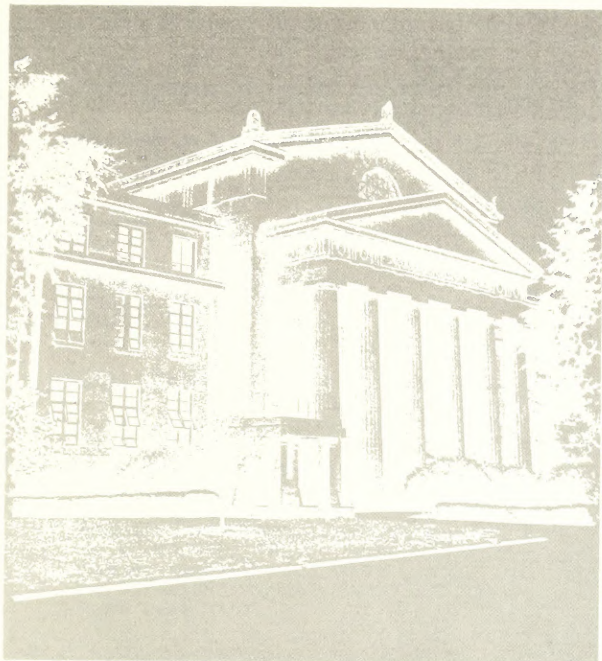
C4

11:L73



LINCOLNTON, NORTH CAROLINA

**POPULATION
AND ECONOMY**



LINCOLNTON, NORTH CAROLINA

POPULATION
AND ECONOMY

The preparation of this report was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

Prepared For:

City of Lincolnton, North Carolina

William M. Lentz, Mayor

Board of Aldermen

Edgar H. Reece
Forrest F. Allen, Jr.
Jack L. Dellinger
Ira F. Cline

Planning Board

Paul Rhyne, Jr., Chairman
W. B. Rankin
Theodore E. Cochrane, Jr.
Joe Leonard
N. E. Sappenfield
George Stoudemire
D. H. Mauney, Jr.
Robert Rudisill
A. J. Smith
John Crow

Technical Assistance From:

STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT
DIVISION OF COMMUNITY PLANNING

George J. Monaghan, Administrator

PIEDMONT AREA OFFICE

Charles L. Sellers, Director
Michael E. Grandstaff, Planner II
*E. Lee Armour, Planning Technician
Robert F. Saleeby, Chief Draftsman
Mary Stewart Earnhardt, Draftsman I
M. Eileen Antosek, Secretary
Sue Foster, Typist

*Responsible for report.
May, 1965

Price: \$1.00



Digitized by the Internet Archive
in 2010 with funding from
State Library of North Carolina

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
POPULATION	2
ECONOMY	4
GENERAL GROWTH TRENDS	6
MIGRATION	8
COMPOSITION OF THE POPULATION	11
THE FUTURE POPULATION	12
INCOME, EDUCATION AND HOUSING	18
ECONOMIC CHARACTERISTICS	25
Diversification and Specialization of the Economic Base	25
Stability of the Economic Base	27
Future Employment	29
Summary and Significance of Economic Characteristics	31
THE LABOR FORCE	32
Composition of the Labor Force	32
Occupational Employment	33
Worker Mobility	35
Unemployment	36
Worker Availability	37
TRENDS IN RETAIL TRADES, SERVICES, WHOLESALING AND AGRICULTURE	40
Retail Sales (1958) Relative to Personal Income (1959)	41
The Trade Area	42
CONSLUSIONS AND RECOMMENDATIONS	44
Conclusions	44
Recommendations	45

TABLES

	<u>Page</u>
Table 1 Population Trends for Selected Areas -- 1900-1960	7
Table 2 Population by Minor Civil Divisions -- 1940, 1950, 1960	8
Table 3 1950 - 1960 Migration Trends by Race for Lincoln County	8
Table 4 Net Migration by Age, Sex and Race Lincolnton -- 1950 - 1960	9
	Follows
Table 5 Percentages of Males and Females in Relation to Total Population	12
Table 6 Per Cent Distribution of White and Non-White to Total Population -- Lincolnton and Lincoln County 1940, 1950, 1960	12
Table 7 Future Population by Minor Civil Divisions	14
Table 8 Non-White Population as a Per Cent of Total Population -- 1960 - 1970, Lincolnton, N. C. and Lincoln County	15
Table 9 Age Groups of Past and Future Population by Race Lincolnton and Lincoln County -- 1940, 1950, 1960, 1970, 1980	16
Table 10 Family Income Distribution by Race for Lincoln County -- 1949 - 1959	19
Table 11 Family Income Distribution by Race for Lincolnton - 1959	20
Table 12 Median School Years Completed for Selected Areas	23
Table 13 Value of Owner-Occupied Units	23
Table 14 Percentage of Total Employment Represented in Selected Major Industry Groups: Lincolnton, Lincolnton Township Compared to United States - 1960	26
Table 15 Sensitivity of Non-Agricultural Industries to Change in National Business Cycle -- Lincolnton, N. C. - 1960	28
Table 16 Manufacturing Trends -- Lincolnton and Lincoln County 1954 - 1958	29
Table 17 Employment Projections -- 1970 and 1980 Lincolnton and Lincolnton Township	30
Table 18 Composition of the Labor Force by Sex -- Lincolnton 1940, 1950, 1960	32
Table 19 Women in the Labor Force for Selected Areas -- 1960	33
Table 20 Worker Mobility for Lincoln County -- 1960	36
Table 21 Worker Mobility for Lincolnton -- 1960	36
Table 22 Employment Security Commission of North Carolina Estimate of Resident Production Worker Availability Lincolnton, N. C.	37
	Follows
Table 23 Retail Sales for Lincolnton and the Remainder of Lincoln County	40
Table 24 1958 Retail Sales Relative to 1959 Personal Income	41
Table 25 Lincoln County Agricultural Trends -- 1950, 1954, 1959	43
Table 26 Agricultural Trends -- Lincoln County	43

CHARTS

		<u>Page</u>
Chart 1	Migration by Age and Sex -- Lincolnton, Lincoln County, 1950 - 1960	Follows 9
Chart 2	Age Groups in the Population by Sex 1940, 1950, 1960	Follows 11
Chart 3	Population Distribution by Age Groups Lincolnton and Lincoln County 1940, 1950, 1960, 1970, 1980	Follows 14
Chart 4	Per Cent Distribution of the Future Population by Race, Sex and Age Groups Lincolnton, N. C., 1970 - 1980	Precedes 15
Chart 5	1959 Family Income Measures for Urban U. S., Urban N. C., Lincolnton (total), Lincolnton (non-white), Lincoln County (total), Lincoln County (non-white)	20
Chart 6	Distribution of Family Income -- 1959	21
Chart 7	Per Cent of School Grades Completed in Lincolnton and Selected Areas for Adults 25 Years of Age and Older -- 1960	Follows 22
Chart 8	Standard and Substandard Housing as a Per Cent of Total Dwelling Units by Race for Lincolnton and Selected Areas -- 1960	Precedes 23
Chart 9	Per Cent of Manufacturing Employment by Industry -- Lincolnton and Lincolnton Township -- 1960	26
Chart 10	Occupational Employment -- 1940, 1950, 1960 -- Lincolnton	34
Chart 11	Occupational Employment by Sex and Race Lincolnton -- 1960	35
Chart 12	Lincolnton Retail Sales as a Per Cent of Total Lincoln County Sales -- 1954, 1958	Follows 40

GRAPHS

		<u>Page</u>
Graph 1	Population Trends for Lincolnton, Lincolnton Township, Lincoln County, and North Carolina 1900 - 1960	6
Graph 2	Lincoln County Population Change by Minor Civil Divisions -- 1940, 1950, 1960, 1970, 1980	14
Graph 3	Monthly Employment Ratios for Lincoln County - 1962 and 1963, Mecklenburg County - 1963, North Carolina - 1963, United States - 1963	Follows 36

MAPS

		<u>Page</u>
Map 1	Out-Commuting Patterns of Workers -- Lincolnton and Lincoln County -- 1960	Follows 35
Map 2	Retail Trade Area -- Lincolnton, N. C.	Follows 42

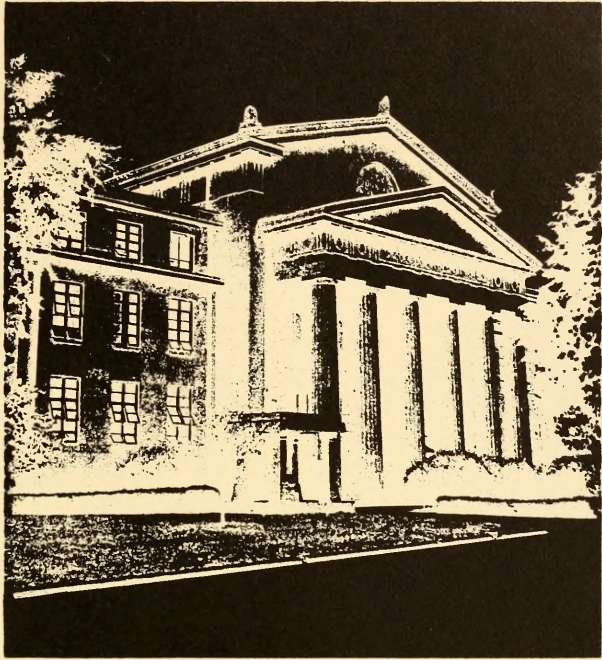
INTRODUCTION

This report is the first of a series to be prepared by the Lincolnton Planning Board with technical assistance from the Division of Community Planning, Department of Conservation and Development. Except when otherwise designated, the data used in this study is taken from the published and unpublished reports of the United States Bureau of the Census.

The purpose of the population and economic analysis is to provide a knowledgeable foundation upon which to construct the overall planning program by bringing to light and evaluating trends which are relevant to the future development of the town. In pursuance of this goal, special emphasis will be given to existing deficiencies and strong points.

Before a planning program can begin it is first necessary to answer many questions. For example, how many and what kind of people are to be planned for, and what are their needs and desires, etc. Answers to questions such as these will reveal approximately how much land will be needed in the future for the various uses, i.e., commercial industrial, residential, etc., and, in addition, will give an idea as to the future demands which will be made upon the town for public utilities, schools, etc. Before a planning program can begin, these things must first be recognized.

In answering the above questions, this report is dichotomized into two main sections, the first of which is concerned with Lincolnton's population. It includes a discussion of such aspects as general growth; migration; race, sex, and age compositions; income, education and housing levels; and population projections for 1970 and 1980. The second section of this study is concerned with the economy of Lincolnton and involves an analysis of the various economic factors which together determine the economic well-being of the community, and includes such aspects as specialization of the economic base, industrial diversification and stability, commerce, agriculture, employment and unemployment, worker mobility, potential worker availability, and employment projections for 1970 and 1980. It is hoped that this report will facilitate the construction of a comprehensive planning program, and will be of value to town officials, local organizations, and the citizens of Lincolnton.



SUMMARY

POPULATION

General Growth

The Town of Lincolnton has experienced an increase in population each decade for the past sixty years. Generally speaking, the growth rate was large from 1900 to 1920, moderate and fairly steady from 1920 to 1950, and very small from 1950 to 1960.

Migration Trends

From 1950 to 1960, Lincoln County experienced a total net out-migration of 3,521 persons -- 27,55 white and 766 non-white.

Migration by Age, Sex and Race

When viewing the Lincolnton population without regard for race, both males and females experienced out-migration in every age group. For males, the largest occurred in the age groups which were 10-14, 15-19, 25-34, and 45-54 years of age in 1950, and for females in the age groups which were 25-34 and 35-44 years of age in 1950 (add ten years to each group to determine 1960 ages).

A breakdown by race shows that all white groups, both male and female, experienced out-migration -- the largest of which generally occurred in the young adult age groups. This is unfortunate because it is in these groups that we find the best educated and most productive members of society -- the ones upon which the future of Lincolnton will shortly depend. In contrast, non-white groups, both male and female, had in-migration of adolescents and young adults; however, generally large out-migration in the remaining groups occurred. This is probably attributable to non-white farm displacement, many of whom first come to Lincolnton in search of employment and then migrate to other urban areas because of a lack of sufficient economic opportunity.

Age Group Trends

Over the past two decades the group structure of Lincolnton's population has been characterized by increased proportions of older adults, a pronounced decrease in the proportion of young productive adults, and an increase in the proportion of children in some groups and decreased proportions in others.

Sex

Each decade since 1940 females in Lincolnton have outnumbered males. From 1940 to 1950 the proportion of females decreased slightly; however, it increased between 1950 and 1960. Therefore, the population is becoming increasingly feminine.

Race

From 1950 to 1960 the ratio of non-whites to total population increased from 14.2 per cent to 15.6 per cent. The trend for Lincoln County is just the opposite

where the proportion of non-whites has decreased each decade since 1940. The out-migration of non-whites from rural areas is, in all probability, the primary reason for the increase in Lincolnton.

The Future Population

Population projections, based on the assumption that past and present trends will continue in the future, indicate that Lincolnton should have a population of approximately 5,900 persons by 1970 and 6,100 persons by 1980. The future population is expected to contain an almost stable proportion of children, a slightly increasing proportion of young and middle aged adults, a decreasing proportion of those ranging in age from 45-64, and a steady increase in the proportion of retired person. In addition, the population is expected to contain increased proportions of females and non-whites.

Income

In 1959 median family income in Lincolnton, at \$4,253, was approximately \$1,900 below that of Urban United States, and approximately \$600 below that of Urban North Carolina. Moreover, non-white median family income was less than one-half that of total (white and non-white combined) median family income.

Also, in 1959 approximately 51 per cent of the families in Lincolnton subsisted on incomes ranging from \$3,000 to \$8,000 per year, 34.5 per cent on less than \$3,000 per year, and only 11.3 per cent on family incomes in excess of \$8,000 per year.

Education

Adults in Lincolnton, 25 years of age and older, are not as well educated as those of Urban United States or Urban North Carolina. The median school years completed in Lincolnton is 9.7 years, as compared with 11.2 years completed in Urban United States and 10.4 years completed in Urban North Carolina.

Approximately 46 per cent of the adults in Lincolnton have eight years of schooling or less, approximately 36 per cent have completed high school, and only 6.9 per cent have completed college. For non-white adults, only 9.7 per cent have completed high school and 2.1 per cent, college. Moreover, 83.6 per cent have eight years or less completed.

Housing

The quality of housing in Lincolnton is much poorer than in Urban United States and Urban North Carolina. Lincolnton with 63.2 per cent of its housing standard is well below Urban United States with 81.4 per cent standard, and Urban North Carolina with 71.2 per cent standard. Moreover, only 14.1 per cent of the Lincolnton non-white housing is standard.

The median value of owner-occupied dwelling units in Lincolnton is \$8,000 -- \$1,800 less than urban places in North Carolina with a median value of \$9,700; however, \$900 more than the State as a whole with a median value of \$8,000.

ECONOMY

Economic Characteristics

The welfare of Lincolnton is almost solely dependent upon manufacturing employment, of which 85 per cent is concentrated in the manufacture of textile and furniture products. This indicates an extreme lack of industrial diversification and stability and stability, the dangers of which become readily apparent when one considers that both of these activities, due primarily to automation, experienced decreases in employment nationally between 1950 and 1960 (22.3 per cent in textiles and 10.8 per cent in furniture). In addition, almost 42 per cent of the total labor force is employed in industries which are either markedly or highly sensitive to the cyclical fluctuations of the national business cycle.

Composition of the Labor Force

In 1960 the Lincolnton labor force contained 2,161 workers -- 1,400 males and 761 females. The data necessary for analyzing the labor force by age is not available; however, in view of past migration trends, it is likely that it contains a large proportion of upper middle and older aged adults. In other words, it is likely that the labor force is becoming increasingly aged. Also, 71.5 per cent of the women in the labor force are married, and 21.8 per cent have children under six years of age, indicating that most of the women in the labor force are working to supplement family income.

Occupational Employment

For both males and females, the largest single area of employment in 1960 was in the semi-skilled category. This is as expected since both the textile and furniture industries are characterized by large semi-skilled employment. The fact that this type of employment declined as a per cent of total employment illustrates the declining employment trends of these industries, and emphasizes the need for new and diversified employment. For males, the principal area of growth was in the skilled, unskilled, and clerical and sales groups, and for females, in the clerical and sales and professional, managerial and proprietary groups.

In contrast, employment for non-whites is almost completely concentrated in the semi-skilled and unskilled groups -- particularly unskilled.

Worker Mobility

Approximately 3,360 Lincoln County residents and 284 Lincolnton residents go out of the County to work. In contrast, only 530 non-residents -- or approximately one-sixth as many -- come into Lincoln County to work. The vast majority of the Lincoln County residents going out of the County to work go to Mecklenburg, Catawba, and Gaston Counties, and most of the out-commuting Lincolnton residents go to Charlotte, and Catawba and Gaston Counties. This would suggest that employment opportunity in surrounding areas is more lucrative.

Unemployment

Lincoln County unemployment in both 1962 and 1963 was very high and extremely erratic. Generally speaking, it was higher the first half of the year in 1963, but lower the second half.

When compared with the State, Nation, and Mecklenburg County, it can be seen that unemployment in Lincoln County is far more erratic and much higher than in any of these areas.

Worker Availability

According to the North Carolina Employment Security Commission there are 6,695 production type workers within a twenty-mile radius of Lincolnton who would be available for work if there were jobs for them (assuming the working conditions and wages offered are equal to or slightly better than is presently the case of the area in question). Of these workers, 320 are skilled, 2,335 are semi-skilled and 4,040 are trainable for production jobs requiring skilled development. Also, approximately 1,256 high school graduates from this area enter the labor market each year.

Retail Trade

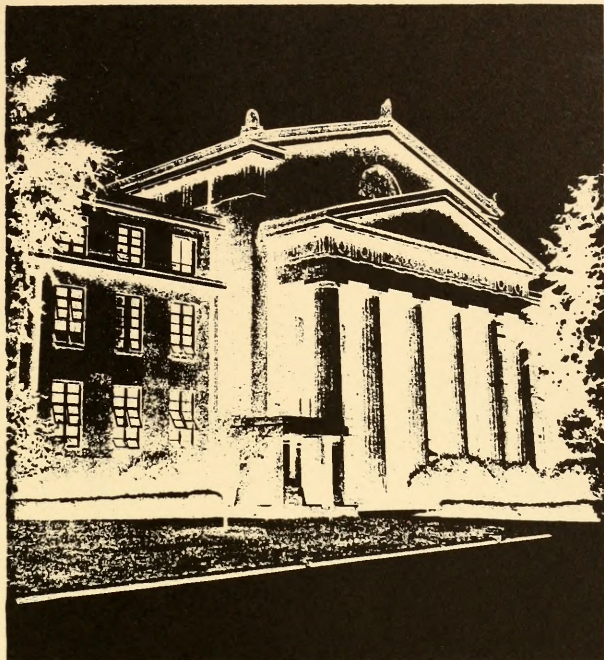
From 1958 to 1963 Lincolnton experienced large increases in all aspects of retail trade -- annual payrolls, sales, number of employees, and number of establishments. In contrast, the Remainder of Lincoln County (less Lincolnton) experienced decline. In addition, Lincolnton retail sales as a per cent of total County sales increased from approximately 50 per cent in 1958 to approximately 75 per cent in 1963. This indicates that Lincolnton, as a center of trade and commerce for Lincoln County, is becoming stronger than ever.

In order to evaluate the performance of retail trade in Lincolnton, the North Carolina retail sales income ratio of .6728 is applied to the town. This gives the theoretical amount of income which Lincolnton retail merchants can expect to receive a year based upon the State average which, in 1959, amounted to \$5,310,269; however, the actual value amount to \$10,659,000, therefore indicating that Lincolnton received \$5,348,731 more per year than it would have had it conformed to the State average.

Agricultural Trends

The number of farm units and farm operators is decreasing; however, the remaining units are larger, more efficient, more mechanized, more productive, and more profitable.

Agricultural activity, while important to the economy of Lincoln County, is not as important as it once was in terms of either employment or income. Also, it is likely that it will continue to decrease in importance as the region becomes increasingly industrialized.



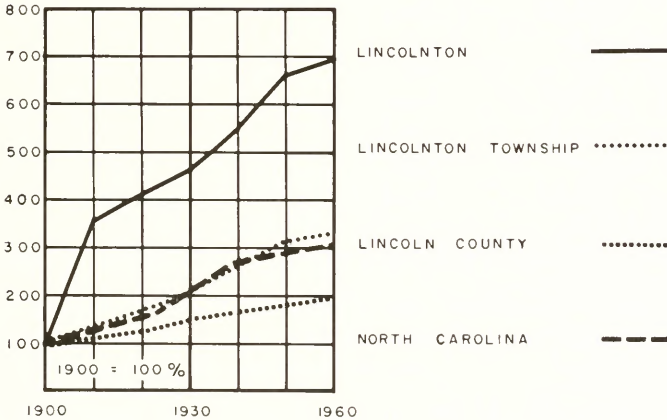
POPULATION

GENERAL GROWTH TRENDS

The Town of Lincolnton has experienced an increase in population each decade since 1900. Table 1 and Graph 1 illustrate this growth and compare it with the growth trends of several selected areas.

For Lincolnton, the growth pattern has been very erratic ranging from an increase of approximately 234.0 per cent from 1900 to 1910, to an increase of only 5.1 per cent from 1950 to 1960. Generally speaking, growth was rapid from 1900 to 1920; moderate and fairly steady from 1920 to 1950; and very small from 1950 to 1960.

POPULATION TRENDS FOR 1900 - 1960



GRAPH - I

In comparison, growth in Lincolnton Township, from 1900 to 1950 was very steady, with only minor change occurring from one decade to the next. However, during the decade from 1950 to 1960, Lincolnton Township, like Lincolnton, had a sharp decline in growth rate. In contrast, growth in Lincolnton Township (less Lincolnton) has been very erratic. Some decades have been characterized by sizeable growth, others by very small growth, and one -- 1950 to 1960 -- by a population decline. Lincoln County's growth pattern has likewise been very erratic, vacillating between sizeable growth and very small growth every other decade.

In conclusion, it can be seen that over the past 60 years Lincolnton, with an increase of approximately 600 per cent, has experienced the largest per cent increase in population of any of the areas selected. Moreover, the rate of growth has exceeded that of the State in all but two of the decades -- 1920 to 1930 and 1950 to 1960. It should, however, be noted that in each decade since 1920 only small to moderate increase has occurred, and furthermore very small growth characterized the decade from 1950 to 1960. Whether or not this trend continues is dependent upon many factors, e.g., annexation, attraction of new industry, etc.

TABLE 1 Population Trends for Selected Areas -- 1900 - 1960

	Lincolnton Town	Lincolnton Township	Lincolnton Township excluding Lincolnton	Lincoln County	North Carolina
1900	828	4,427	3,599	15,498	1,893,810
1910	2,413	5,355	2,942	17,132	2,200,287
% change	243.1	21.0	- 18.3	10.5	16.5
1920	3,390	6,829	3,439	17,862	2,559,123
% change	40.5	27.5	16.9	4.3	30.0
1930	3,781	8,789	5,008	22,872	3,170,276
% change	11.5	28.7	45.6	28.0	23.9
1940	4,525	11,080	6,555	24,187	3,571,623
% change	19.7	26.1	30.9	5.7	12.7
1950	5,423	13,480	8,057	27,459	4,061,929
% change	19.8	21.7	22.9	13.5	13.7
1960	5,699	14,363	8,664	28,814	4,556,155
% change	5.1	6.6	7.5	4.9	12.2

Since the growth and development of a town is closely interrelated with the area surrounding it, an analysis of Lincoln County by Minor Civil Divisions is necessary to achieve a comprehensive picture.

Along this line, Table 2 shows that from 1950 to 1960 three of Lincoln County's five townships-- Catawba Springs, Howards Creek and North Brook -- experienced a decrease in population. On the other hand, Ironton Township and Lincolnton Township had increases of 38.5 per cent and 6.6 per cent respectively. Furthermore, when viewed as a per cent of total County population, Table 2 also shows that the three townships experiencing declines in population likewise decreased as a per cent of total County population and the two having an increase increased as a per cent of total County population -- Ironton Township from 12.8 per cent in 1950 to 16.9 per cent in 1960, and Lincolnton Township from 49.1 per cent in 1950 to 49.8 per cent in 1960. Looking back to 1940, it is further shown that the population of Ironton Township increased by 9 per cent and Lincolnton Township by approximately 22 per cent from 1940 to 1950, indicating that the population of Ironton Township is increasing at an increasing rate whereas the population of Lincolnton Township is increasing at a decreasing

rate. A more comprehensive analysis of these trends along with those anticipated in the future will be presented in a latter section.

TABLE 2 Population by Minor Civil Divisions
1940 - 1950 - 1960

Township	1940		1950		%	1960		
	Number	% of total Pop.	Number	% of total Pop.		Number	% of total Pop.	Change
Catawba Springs	2,731	11.3	2,872	10.4	5.2	2,684	9.3	- 6.5
Howards Creek	3,310	13.7	3,592	13.1	8.5	3,218	11.2	-10.4
Ironton	3,226	13.3	3,516	12.8	9.0	4,868	16.9	38.5
Lincolnton	11,080	45.8	13,480	49.1	21.7	14,363	49.8	6.6
North Brook	3,840	15.9	3,999	14.6	4.1	3,681	12.8	- 8.0
Lincoln County	24,187	100.0	27,459	100.0	13.5	28,814	100.0	4.9

MIGRATION

General Trends

Table 3 illustrates a method frequently used to analyze the migration pattern of a particular locale. First, the natural population increase during the decade is calculated (total births minus total deaths) and added to the population of the base year (1950). The results thus obtained is the expected 1960 population which is then compared with the actual 1960 population. If there are more people than expected, a net in-migration has occurred; however, if there are less, out-migration has taken place.

TABLE 3 1950 - 1960 Migration Trends by Race for Lincoln County

	Lincoln County
White:	
1950 Population	23,978
Natural Population Increase during the decade	4,065
Expected 1960 Population	28,043
Actual 1960 Population	25,288
Population loss from Migration	2,755
Non-White	
1950 Population	3,481
Natural Population Increase during the decade	811
Expected 1960 Population	4,292
Actual 1960 Population	3,526
Population loss from Migration	766
Total Population loss from Migration	3,521
Natural Population Increase:	
Total Births less Total Deaths	
Lincoln County - White	5,927 - 1,862 = 4,065
Non-White	1,131 - 320 = 811

Application of the above defined technique indicates that during the decade from 1950 to 1960 Lincoln County experienced a population loss of 3,521 persons -- 2,755 white and 766 non-white -- as a result of out-migration. It should, however, be understood that a loss of a certain number of people does not necessarily indicate a decline in population; rather, it indicates that the population is not as large as it would have been had those persons remained.

Migration by Age, Sex and Race

It is not enough to know only that in- or out-migration has taken place, but is necessary as well to determine the age, sex and racial characteristics of those constituting this migration. The procedure used for analyzing these characteristics is to observe the number of persons present in a particular age group in 1950 and then observe the number of persons present in the same group ten years later. For example, Table 4 shows that there were 286 white males present in the under 5 age group in 1950. In 1960 these persons were present in the 10-14 age group which had 244 white males present indicating a net loss during the decade of 42 persons. It should be borne in mind that while the age of the group increases by 10 years each decade, it is still the same group, only ten years older.

Chart 1 illustrates migration trends by measuring the per cent of the 1950 groups present in 1960 for Lincolnton and Lincoln County. Note that all age groups, both male and female, in Lincolnton and Lincoln County experienced out-migration, i.e., all groups contained fewer people in 1960 than they did in 1950.

In Lincoln County, the largest out-migration, both male and female, occurred in the young productive age groups of 10-14 and 15-19 (remember that these are 1950 ages, therefore these people were 20-29 years of age in 1960). In Lincolnton, like Lincoln County, sizeable out-migration occurred in all age groups, the largest of which occurred in the 45-54 age group for males and in the 25-34 age group for females. For males, large out-migration was also noted in the 10-14, 15-19 and 25-34 age groups, and for females in the 25-34 and 35-44 age groups.

In order to achieve a still more accurate picture we shall now analyze migration trends by race.

White Migration

As shown by Table 4, all white age groups in Lincolnton, both male and female, experienced out-migration. For males, the greatest losses percentage-wise were in the 20-24, 15-19 and 35-44 age groups, and for females in the under 5, 25-34, and 35-44 age groups.

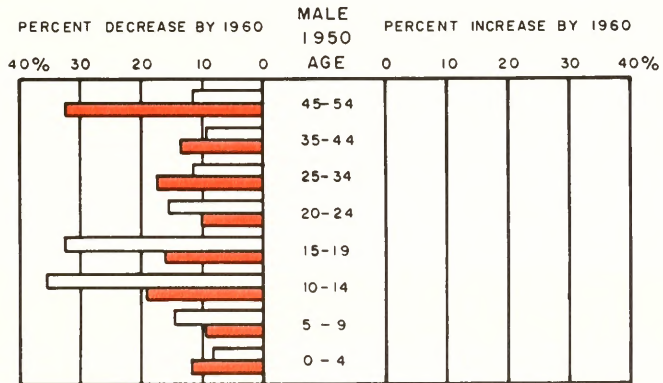
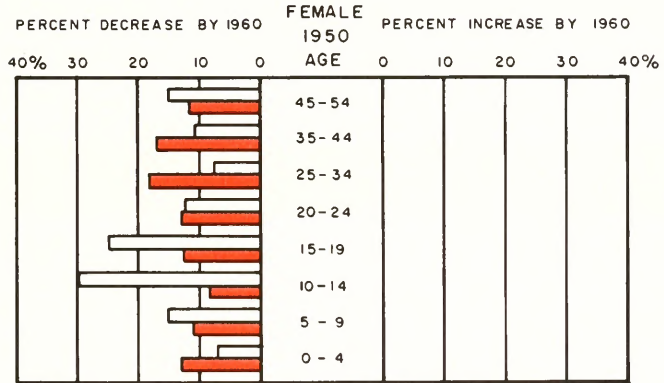
Non-White Migration

Again referring to Table 4, it is shown that non-white migration trends were somewhat different from those of white. In-migration occurred in the under 5 and 5-9 age groups for both males and females, and in the 20-24 age group for females. All remaining non-white groups experienced out-migration, especially the 15-19 group for both males and females.

NET MIGRATION BY AGE AND SEX

- LINCOLNTON
- LINCOLN COUNTY

1950-1960



LINCOLNTON █

LINCOLN COUNTY

NET MIGRATION BY AGE, SEX & RACE LINCOLN, N. C.

		GROUP	1950	1960	% OF 1950 GROUP PRESENT IN 1960	
W H I T E	M A L E	UNDER 5	286			
		5-9	208			
		10-14	191	244	- 42	85.3
		15-19	162	174	- 34	83.7
		20-24	198	150	- 41	78.5
		25-29	143	143	- 19	88.3
		30-34	402	183	- 15	92.4
		35-44	317	327	- 75	81.3
		45-54		280	- 37	88.3
W H I T E	F E M A L E	UNDER 5	265			
		5-9	217			
		10-14	173	215	- 50	81.1
		15-19	190	185	- 32	85.3
		20-24	205	158	- 15	91.3
		25-29	173	173	- 17	91.1
		30-34	429	171	- 34	83.4
		35-44	334	353	- 76	82.3
		45-54		279	- 55	83.5
N O N - W H I T E	M A L E	UNDER 5	64			
		5-9	33			
		10-14	30	65	+ 1	101.6
		15-19	37	44	+ 11	133.3
		20-24	32	29	- 1	96.7
		25-29	24	24	- 13	64.9
		30-34	52	24	- 8	75.0
		35-44	48	47	- 5	90.4
		45-54		35	- 13	72.9
N O N - W H I T E	F E M A L E	UNDER 5	42			
		5-9	43			
		10-14	27	53	+ 11	126.2
		15-19	33	46	+ 3	107.0
		20-24	35	25	- 2	92.6
		25-29	22	22	- 11	66.7
		30-34	61	38	+ 3	108.6
		35-44	63	48	- 13	78.7
		45-54		50	- 13	79.4

TABLE - 4

Summary of Migration Trends

Generally speaking, the migration patterns in Lincolnton have been very erratic and subsequently difficult to analyze. When migration is viewed without regard to race it has been shown that all age groups lost people as a result of out-migration; however, there has been very little consistency of trends. For females, the largest out-migration occurred in the middle and upper middle age groups -- those ranging from 25-44 in 1950 subsequently from 35-54 in 1960 -- with the smallest in the young productive groups -- those ranging from 5-9 and 10-14 in 1950 therefore 15-24 in 1960. In contrast, males experienced some of their largest out-migration in some young productive groups (10-14 and 15-19), but also experienced some of the smallest in other young productive groups (5-9 and 20-24). Also, the largest out-migration experienced by either sex in any age group was that experienced by males in the group which was 45-54 years of age in 1950.

An analysis by race indicates that, generally speaking, white males experienced their largest out-migration in the young productive groups, whereas white females experienced their largest in the group which was under 5 in 1950 and in the middle and older age groups. For non-whites there was in-migration in both the male and female groups which were under 5 and 5-9 in 1950; however, again no definite pattern was established. In some cases there was in-migration or only slight out-migration in the young productive groups and yet in others very large out-migration. It appears that many non-whites -- probably displaced farm workers -- are migrating into Lincolnton at an early age and after a year or two are leaving for some major urban area in search of better economic opportunity. The older age groups indicate the same sort of pattern ranging from in-migration in one group to slight and large out-migration in others.

The inconsistency and erratic nature of Lincolnton's migration pattern makes an accurate analysis very difficult. It is, however, definite that many people of all ages are leaving Lincolnton, and since people usually migrate from one location to another in search of better economic opportunity, it would seem reasonable to assume that Lincolnton is not providing its citizenry with sufficient economic opportunity, and as a result many are leaving to find it elsewhere. In addition, military service plus college attendance is, no doubt, responsible for some of the out-migration in the young productive groups.

Lincoln County, like Lincolnton, also experienced out-migration in all age groups, both male and female; however, unlike Lincolnton, there is a definite pattern. For both males and females the largest out-migration occurred in the age groups which were 10-14 and 15-19 in 1950, therefore 20-29 in 1960, i.e., the young productive groups. As was probably the case with Lincolnton, this out-migration most likely resulted from a lack of sufficient economic opportunity.

Needless to say, this is not a healthy or desirable situation. Both Lincolnton and Lincoln County must begin working to provide their citizens with more and better employment in an effort to check this exodus. Failure to do

so will more than likely result in a continuation of this trend, and at an accelerated rate.

COMPOSITION OF THE POPULATION

For the purpose of planning it is not enough to know only the total number of inhabitants residing within a community, but is necessary as well to determine the age, sex and racial characteristics of those constituting the population. This is important for these characteristics determine such things as employment, composition of the labor force, school enrollment, consumption patterns, etc. A thorough knowledge of the present social and economic structure is a necessary element in an effective planning program.

Age Group Trends

Chart 2 illustrates age group trends for Lincolnton and Lincoln County each decade since 1940. One readily notes that the group structure of both has been in a rapid state of flux. Basically, there has been an increase in the proportion of children in some groups and decreased proportions in others; there has been a pronounced decrease in the proportion of young productive adults; and there has been a large increase in the proportion of older adults, especially those 65 and older. In explanation, it would appear that a combination of three factors is responsible for these trends: (1) better medical care resulting in longer life spans and fewer infant mortalities, (2) increased birth rates, and (3) a greater tendency to out-migrate by young and middle aged adults.

Actually, it would be expected that the proportion of children would increase even more than has been the case. The fact that they didn't suggests that those adults who out-migrated had children who left the area with their parents. As a result, the proportion of children is somewhat less than would normally be expected.

Sex

Each decade since 1940 females in Lincolnton have out-numbered males. From 1940 to 1950 the proportion of females decreased slightly, however, increased between 1950 and 1960. The trend in Lincoln County has been somewhat different. In 1940, 50.1 per cent of the population was male, however, by 1950 it was 50.1 per cent female. From 1950 to 1960 the proportion of females continued to increase slightly. As of 1960, females in Lincolnton out-numbered males by 227 persons, and in Lincoln County by 378 persons. Therefore, the population of both Lincolnton and Lincoln County is becoming increasingly feminine.

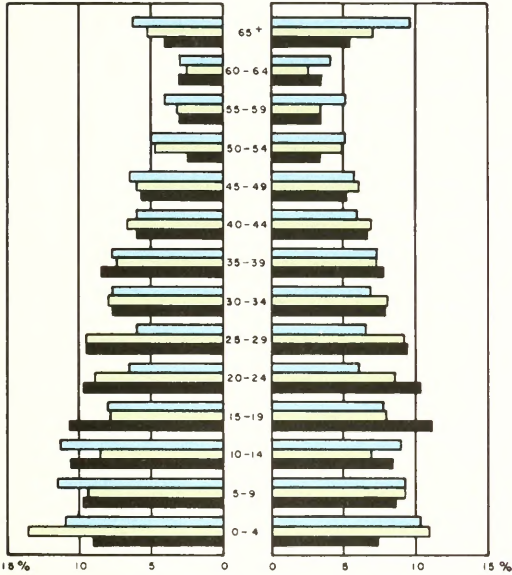
The primary factors responsible for this trend seem to be: (1) a somewhat lesser tendency in the part of females to out-migrate, and (2) females tend to live longer than males (Note the 65+ age group on Chart 2.).

AGE GROUPS IN THE POPULATION BY SEX 1940 - 1950 - 1960

LINCOLNTON

MALE

FEMALE

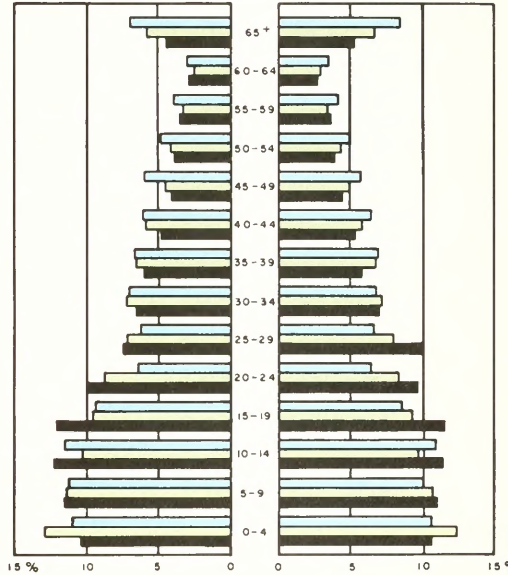


LINCOLN COUNTY

COUNTY

MALE

FEMALE



1940

1950

1960

TABLE 5

Percentages of Males and Females in Relation
to Total Population

	1940	Per Cent	1950	Per Cent	1960	Per Cent
Lincolnton						
Total Population	4,525	100.0	5,423	100.0	5,699	100.0
Males	2,168	47.9	2,619	48.3	2,736	48.0
Females	2,357	52.1	2,804	51.7	2,963	52.0
Lincoln County						
Total Population	24,187	100.0	27,459	100.0	28,814	100.0
Males	12,120	50.1	13,693	49.9	14,218	49.3
Females	12,067	49.9	13,766	50.1	14,596	50.7

Race

As shown by Table 6, the non-white segment of the Lincolnton population decreased as a per cent of total population in the decade between 1940 and 1950, however, increased the following decade between 1950 and 1960. In contrast, the non-white segment of the Lincoln County population has decreased as a per cent of total County population each decade since 1940. This most likely is a reflection of non-white migration from the farm to urbanized areas and is particularly true of children and young adults. In view of the increase in the proportionate size of the non-white segment of Lincolnton's population, it would appear that some of those leaving the rural areas are coming into Lincolnton. It should, however, be noted that the majority are completely leaving the County, otherwise there would be almost no change in the proportionate size of the non-white segment since the Lincolnton population is included in the population for Lincoln County.

TABLE 6 Per Cent Distribution of White and Non-White to Total Population
Lincolnton and Lincoln County -- 1940, 1950, 1960

Race	Lincolnton			Lincoln County		
	1940	1950	1960	1940	1950	1960
White	84.1	85.8	84.4	86.3	87.3	87.8
Non-White	15.9	14.2	15.6	13.7	12.7	12.2

At any rate, the trend in Lincolnton is toward an increasing proportion of non-whites, and Lincoln County toward a decreasing proportion. Both are well below the State average of 25.4 per cent.

THE FUTURE POPULATION

The following projections are not predictions, but calculations based upon past trends and the assumption that they will continue in the future. While they are by no means perfect, they are important in that they serve as "guide-posts" in the planning process.

Minor Civil Divisions

The purpose of this section is to analyze separately each township in Lincoln County in order to better understand the changing distribution of the County's population.

Graph 2 and Table 7 illustrate these changes and show that each of the three townships -- Catawba Springs, Howards Creek and North Brook -- which experienced population declines from 1950 to 1960 are expected to continue declining in the future. On the other hand, Lincolnton Township is expected to have 1.5 per cent increase by 1970, but a 1.4 per cent decline in the following decade. In contrast, it is expected that the population of Ironton Township will continue increasing rapidly for the next two decades.

Another way of viewing future population trends is to note that the population of all townships, excepting Ironton, are expected to decline as a per cent of total County population by 1970 and again by 1980. On the other hand, the population of Ironton Township is expected to increase rapidly from 16.9 per cent of the total County population in 1960 to 21.9 per cent by 1970 and 27.8 per cent by 1980. It can, therefore, be seen that while Lincolnton Township is by far the largest in Lincoln County, and likely to remain so for many years to come, Ironton Township is the only one in the entire County where any growth is expected, if trends in the future continue as they have in the past.

Lincolnton

Assuming that past and present trends continue in the future, Lincolnton can expect to have a population of approximately 5,900 persons by 1970 and 6,100 persons by 1980.

As shown by Chart 3, the future population of Lincolnton is expected to have an almost stable proportion of children, a slightly increasing proportion of young and middle aged adults, a decreasing proportion of those ranging in age from 45 to 64, and a steady increase in the proportion of retired persons.

Also, as shown by Table 8, the future population of Lincolnton is becoming increasingly non-white. While only slight change is expected from 1960 to 1970, by 1980 all age groups except 55-64 and 65+, for both males and females, are expected to contain increased proportions of non-whites. The proportionate size of the non-white population is expected to increase from 15.6 per cent of the total population in 1960, to 18.6 per cent by 1980. In addition, Table 9 shows that the non-white population will be considerably younger than the white. Approximately 85 per cent of the non-white population in 1980 is expected to be under 45 years of age and almost 50 per cent under 20. In contrast, approximately 66.0 per cent of the white population is expected to be under 45 and 35.5 per cent under 20. In other words, the non-white segment of the population is becoming increasingly younger, whereas the white segment is becoming increasingly aged.

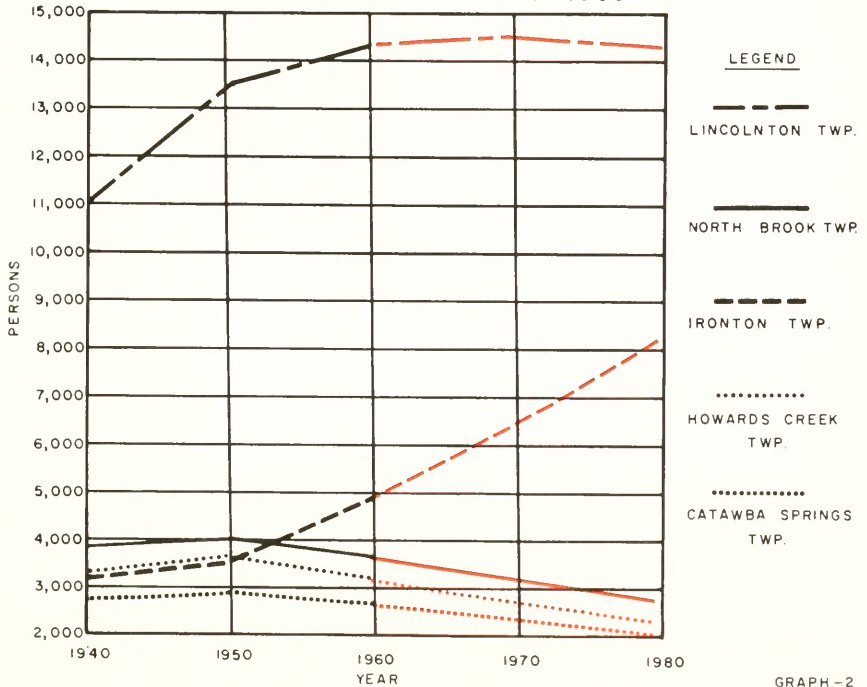
Finally, it is anticipated that the Lincolnton population will continue becoming increasingly feminine. During the next two decades both the white and non-white segments of the population are expected to contain increased proportions of females.

TABLE 7

Future Population by Minor Civil Divisions

Township	1960		1970			1980		
	Number	% of total Pop.	Number	% of total Pop.	% Change	Number	% of total Pop.	% Change
Catawba Springs	2,684	9.3	2,382	8.1	-11.3	2,049	6.9	-14.0
Howards Creek	3,218	11.2	2,763	9.4	-14.1	2,288	7.7	-17.2
Ironton	4,868	16.9	6,438	21.9	32.3	8,259	27.8	28.3
Lincolnton	14,363	49.8	14,581	49.6	1.5	14,379	48.4	- 1.4
North Brook	3,618	12.8	3,234	11.0	-12.1	2,733	9.2	-18.3
Lincoln County	28,814	100.0	29,398	100.0	2.0	29,708	100.0	1.1

LINCOLN COUNTY POPULATION CHANGE
BY MINOR CIVIL DIVISIONS
1940 - 1950 - 1960 - 1970 - 1980

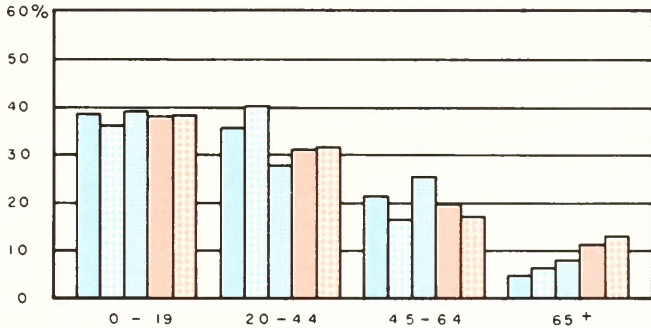


GRAPH - 2

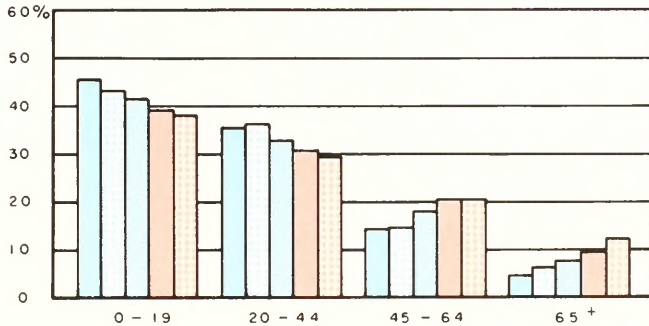
POPULATION DISTRIBUTION BY AGE GROUPS
LINCOLNTON AND LINCOLN COUNTY

1940, 1950, 1960, 1970, 1980

LINCOLNTON



LINCOLN COUNTY



PAST GROUPS

1940

1950

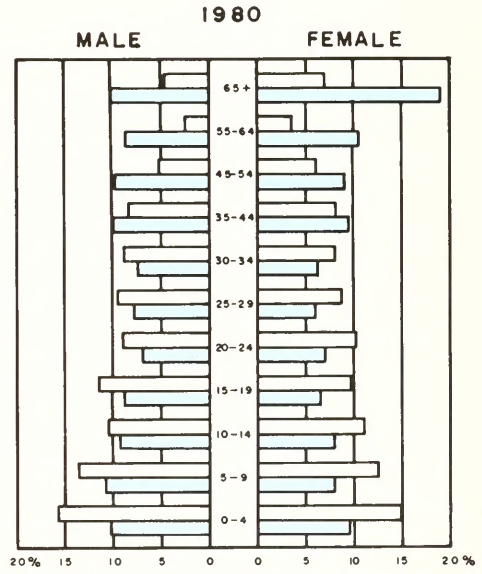
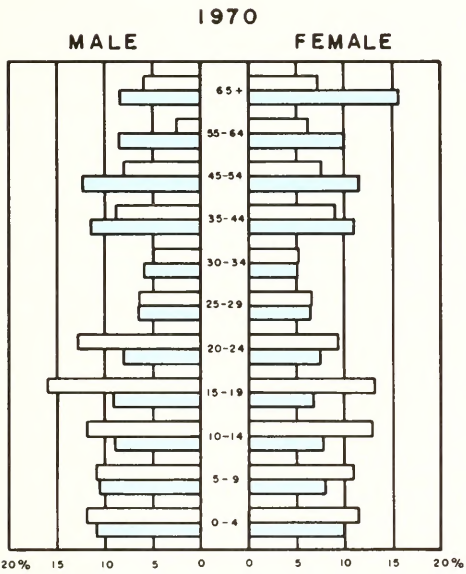
1960

FUTURE GROUPS

1970

1980

PERCENT DISTRIBUTION OF THE FUTURE POPULATION
 BY RACE, SEX & AGE GROUPS
 LINCOLN TON, N. C.
 1970-1980



WHITE

NON-WHITE

TABLE 8 Non-White Population as a Per Cent of Total Population
1960, 1970, 1980
Lincolnton, N. C.

Age Groups	1960			1970			1980		
	Male	Female	Male and Female	Male	Female	Male and Female	Male	Female	Male and Female
0-4	17.8	19.1	18.5	17.5	18.7	18.1	25.5	26.6	26.1
5-14	20.3	22.1	21.2	18.5	23.3	20.8	21.4	25.4	23.3
15-24	18.4	17.1	17.8	24.5	23.9	24.2	22.8	25.3	24.0
25-34	12.8	14.9	13.9	14.8	16.9	15.9	21.3	23.9	22.5
35-44	12.6	12.0	12.3	13.0	14.0	13.6	15.9	16.6	16.2
45-54	11.1	15.2	13.2	11.3	11.7	11.5	10.7	13.2	12.0
55-64	9.6	10.1	9.9	5.6	11.0	8.7	6.3	7.1	6.8
65+	11.7	11.9	11.8	12.0	8.4	9.6	9.4	7.8	8.3
Total	15.4	15.9	15.6	16.2	16.7	16.4	18.3	18.8	18.6

Lincoln County

Age Groups	1960			1970			1980		
	Male	Female	Male and Female	Male	Female	Male and Female	Male	Female	Male and Female
0-4	15.4	15.7	15.6	17.1	17.4	17.2	17.6	18.0	17.8
5-14	16.0	18.1	17.1	15.6	17.1	16.3	17.2	18.7	17.9
15-24	14.1	12.7	13.4	14.3	15.7	15.0	14.1	14.8	14.5
25-34	9.0	11.5	10.3	9.3	10.9	10.1	9.4	13.6	11.6
35-44	9.4	8.8	9.1	8.4	9.5	9.0	8.8	8.8	8.8
45-54	8.6	9.3	9.0	8.1	7.9	8.0	7.3	8.5	7.9
55-64	8.1	9.0	8.6	6.6	8.0	7.3	6.3	6.8	6.6
65+	8.5	8.4	8.5	7.7	7.6	7.7	6.5	6.8	6.7
Total	12.0	12.5	12.2	11.6	12.4	12.0	11.7	12.5	12.1

Lincoln County

It is anticipated that Lincoln County will have a population of approximately 29,400 persons by 1970, increasing only slightly to 29,700 persons by 1980. Like Lincolnton, the Lincoln County population is expected to contain increased proportions of females; however, unlike Lincolnton, the proportion of whites to non-whites is expected to remain almost constant. Also like Lincolnton, the non-white segment of the population is expected to be a great deal younger than the white segment. Finally, due primarily to out-migration, the proportion of children, as well as young and middle aged adults, is expected to continue decreasing as the proportion of older and retired persons increases.

Summary and Significance of Future Trends

Generally speaking, it is anticipated that the future population of Lincolnton will be one in which the non-productive segment of the population will grow more rapidly than the productive segment, and, as a result, the proportion of persons dependent upon support will increase and the proportion actually providing support will decrease.

TABLE 9

Age Groups of Past and Future Population by Race

Lincolnton and Lincoln County

1940, 1950, 1960, 1970, 1980

	1940		1950		1960		1970		1980	
	Number	% Dist.	Number	% Dist.	Number	% Dist.	Number	% Dist.	Number	% Dist.
<u>Lincolnton</u>										
<u>White</u>										
0-19	1,450	38.1	1,692	36.4	1,770	36.8	1,764	35.7	1,768	35.5
20-44	1,581	41.6	1,885	40.5	1,658	34.5	1,529	31.0	1,521	30.6
45-64	588	15.4	783	16.8	979	20.4	1,043	21.1	951	19.1
65+	186	4.9	290	6.3	402	8.3	600	12.2	737	14.8
Total	3,805	100.0	4,650	100.0	4,809	100.0	4,936	100.0	4,977	100.0
<u>Non-White</u>										
0-19	287	39.9	309	40.0	448	50.3	481	49.6	567	49.9
20-44	304	42.2	291	37.6	257	28.9	305	31.4	404	35.5
45-64	97	13.5	123	15.9	131	14.7	120	12.4	99	8.7
65+	32	4.4	50	6.5	54	6.1	64	6.6	67	5.9
Total	720	100.0	773	100.0	890	100.0	970	100.0	1,137	100.0
<u>Lincoln County</u>										
<u>White</u>										
0-19	9,335	44.7	9,961	41.5	10,044	39.7	9,587	37.1	9,328	35.7
20-44	7,441	35.6	8,816	36.8	8,486	33.6	8,060	31.1	7,776	29.8
45-64	3,085	14.8	3,683	15.4	4,712	18.6	5,606	21.7	5,634	21.6
65+	1,029	4.9	1,518	6.3	2,046	8.1	2,615	10.1	3,366	12.9
Total	20,890	100.0	23,978	100.0	25,288	100.0	25,868	100.0	26,104	100.0
<u>Non-White</u>										
0-19	1,663	50.4	1,822	52.3	1,926	54.6	1,894	53.7	1,988	55.2
20-44	1,111	33.7	1,095	31.5	957	27.1	952	27.0	934	25.9
45-64	380	11.5	396	11.4	454	12.9	467	13.2	441	12.2
65+	143	4.4	168	4.8	189	5.4	217	6.1	241	6.7
Total	3,297	100.0	3,481	100.0	3,526	100.0	3,530	100.0	3,604	100.0

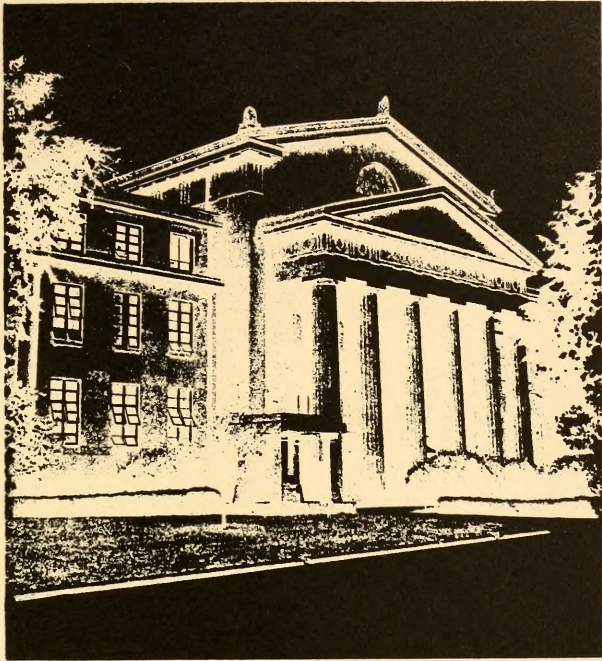
The population is expected to contain a fairly constant proportion of children, increasing proportions of retired and young and middle aged adults, and decreasing proportions of older adults -- those ranging in age from 45-64.

Despite the fact that the population as a whole is expected to become increasingly aged, the labor force, due to an anticipated increase in the proportion of young and middle aged adults and a decrease in the proportion of those ranging from 45-64 years of age, is expected to become somewhat younger. This is important to local industry for the labor force will contain increased proportions of those at their most productive stage of life. In addition, it is also important in that it will affect the demand for new homes, furniture, cars, etc.

In the area of public facilities and services, since only a minor population increase is expected in the next two decades, there will be little need for large expansions such as water, sewerage treatment, etc., except for correcting present deficiencies. The same is true of the school system since only a minor increase of approximately 100 students is expected. For this reason, it appears that Lincolnnton should primarily concentrate on improvement and modernization of that which already exists. There is, however, one outstanding deficiency which should be specifically noted -- that of public recreational facilities and services. Even for the present population they are woefully inadequate, and, in addition, a recent public opinion survey showed conclusively that local citizens considered this to be the number one need of the community. In the establishment of an adequate program, Lincolnnton need not, for the most part, concern herself with planning for a large expansion in population, since only a minor increase is anticipated; however, she should realize and take into consideration that there will be an ever-increasing need and demand for facilities and services oriented toward the rapidly expanding retired segment of the population.

Finally, it should be of special interest to local retailers that as the composition of the population changes, the demand for goods and services will also change. Of particular significance in the future will be the increase in demand for goods oriented toward the retired segment of the population.

These are only a few of many ramifications which the changing complexion of Lincolnnton's population will exert on the city. Since only a minor increase is anticipated in the population, it appears that improvement, not expansion, should be the principle concern for the future. At any rate, a city is never static and changes in the composition of the population create problems for which there are no panaceas. These problems must be continually identified and planned for in accordance with the overall needs and demands of the city.



SOCIAL CHARACTERISTICS

INCOME, EDUCATION AND HOUSING

The purpose of the following section is to provide a detailed analysis of three qualitative aspects -- income, education, and housing -- which more than any other determine the style and standard of living to be enjoyed by the citizens of any community. It is important to note that in most, if not all, cases there is a close correlation among the existing levels of each. For example, if educational levels are high, it is likely that income and housing levels will likewise be high; and conversely, if educational levels are low, it is likely that income and housing levels will also be low.

INCOME

Lincoln County Family Income (1949) compared with Lincoln County Family Income (1959)

In 1949, 50 per cent of the families in Lincoln County subsisted on an annual income of less than \$2,000. In addition, 84.0 per cent had an annual family income under \$4,000 and only 3.8 per cent in excess of \$6,000. Median family income was \$1,904 and per capita income \$558.

By 1959 much improvement was noted. The percentage of Lincoln County families with annual incomes below \$2,000 had fallen to 20.0 per cent, and those under \$4,000 to 52.0 per cent. The percentage with annual family incomes in excess of \$6,000 had increased to 23.8 per cent. Both median and per capita income were doubled increasing to \$3,847 and \$1,159, respectively. It should, however, be noted that when 1949 income measures are evaluated in terms of 1959 dollars in order to allow for inflation and the subsequent reduction in the purchasing power of the dollar, the gain is not as large as it might have at first appeared. Also to be considered is the fact that more wives were working to supplement family income in 1959 than was the case in 1949. This, no doubt, also contributed significantly to the general increase in family income levels and indicates that all improvement was, by no means, solely attributable to increased wages. There is, however, no doubt that much improvement was realized (See Table 10.).

Unfortunately, 1949 income data is not available for Lincolnton and therefore a comparison is not possible. It is, however, reasonable to assume that the increase in annual family income in Lincolnton was at least as large as in Lincoln County, and probably larger since income levels in urban areas are, as a general rule, rising more rapidly than in rural areas.

Family Income Measures (1959) Compared

Despite large increases during the last decade, Chart 5 shows that family income levels in Lincolnton and Lincoln County still have a long way to go to compare with family income levels in Urban United States. In fact, a great deal of improvement will have to be made before Lincolnton and Lincoln County will reach a parity with urban places in North Carolina. In 1959, median family income in Lincolnton was approximately \$1,900 below that of Urban United States

and approximately \$600 below that of Urban North Carolina. Lincoln County median family income was approximately \$23,00 below Urban United States and approximately \$1,000 below Urban North Carolina.

TABLE 10 Family Income Distribution by Race for Lincoln County
1949 - 1959

	1949		1959		Non-White	
	Number	% Dist.	Number	% Dist.	Number	% Dist.
All families	6,300	100.0	7,226	100.0	629	100.0
Under \$1,000	1,445	22.9	654	9.0	139	22.1
1,000 to \$1,999	1,710	27.1	793	11.0	152	24.2
2,000 to 2,999	1,375	21.8	1,214	16.8	172	27.3
3,000 to 3,999	750	11.9	1,124	15.5	67	10.7
4,000 to 4,999	310	4.9	963	13.3	47	7.5
5,000 to 5,999	125	2.0	764	10.6	16	2.5
6,000 to 6,999	50	.8	604	8.4	4	.6
7,000 to 9,999	85	1.4	723	10.0	22	3.5
10,000 and over	100	1.6	387	5.4	10	1.6
Income not reported	350	5.6	--	--	--	--
Median family income (in 1959 dollars)	1,904		3,847		2,137	
Mean family income (in 1959 dollars)	2,363		4,565		2,578	
Per Capita Income (in 1959 dollars)	558		1,159		465	
	682					

Non-White median family income in Lincolnton was less than one half that of total median family income, and was, no doubt, to a large degree responsible for pulling down the overall level of attainment. In contrast, in Lincoln County where the income levels were lower, the non-white median family income was larger than in the town of Lincolnton. In addition, the gap between white and non-white income levels was not nearly as large; however, even so, non-white family income levels were well below those of whites.

TABLE 11

Family Income Distribution by Race for Lincolnton

1959

	Total		Total	
	Number	% Dist.	Number	% Dist.
All families	1,503	100.0	180	100.0
Under \$1,000	133	8.8	48	26.7
1,000 to \$1,999	155	10.3	42	23.3
2,000 to 2,999	232	15.4	48	26.7
3,000 to 3,999	191	12.7	11	6.1
4,000 to 4,999	160	10.7	11	6.1
5,000 to 5,999	201	13.4	12	6.7
6,000 to 6,999	142	9.5	--	
7,000 to 9,999	155	10.3	8	4.4
10,000 and over	134	8.9	--	
Median family income	\$4,253		\$1,999	
Mean family income	5,184		2,339	
Per Capita income	1,385		748	

1959 FAMILY INCOME MEASURES FOR

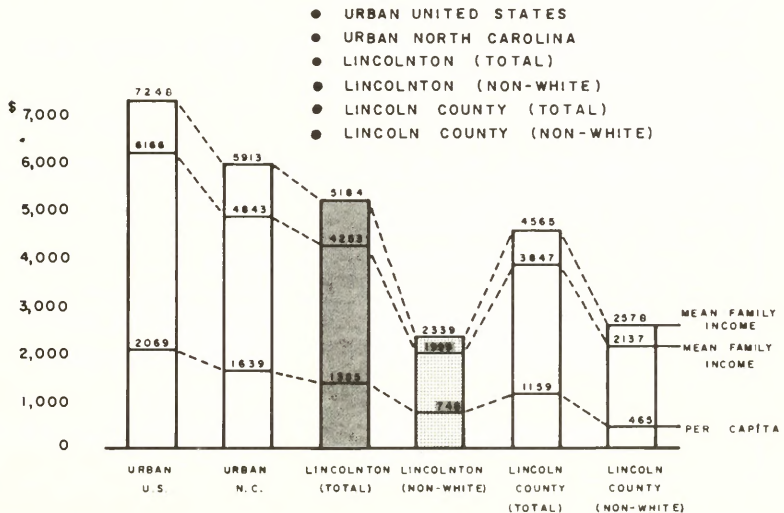


CHART - 5

Income Distribution

Chart 6 illustrates distribution of family income for Lincolnton and selected areas. This is important for the manner in which income is distributed determines spending patterns.

As a general rule, if a large percentage of the total personal income of an area is received by those earning low or average wages, the vast majority of it will be returned to the local economy. On the other hand, if a large percentage of the total personal income is received by a small minority, often times a large percentage of it will be invested or tied up in activities outside the local community, and therefore be lost from the local economy. For this reason it is desirable that there be a reasonable equal distribution of income. In other words, it is desirable to have a large middle class.

In 1959, approximately 51.0 per cent of the families in Lincolnton subsisted on incomes ranging from \$3,000 to \$8,000 a year, and earned approximately 51 per cent of the town's personal income. On the other hand, 34.6 per cent of the families subsisted on less than \$3,000 per year and earned only 11.3 per cent of the total personal income, and 14.5 per cent of the families earned in excess of \$8,000 yet received 38.0 per cent of the total personal income.

**DISTRIBUTION OF FAMILY INCOME
1959**

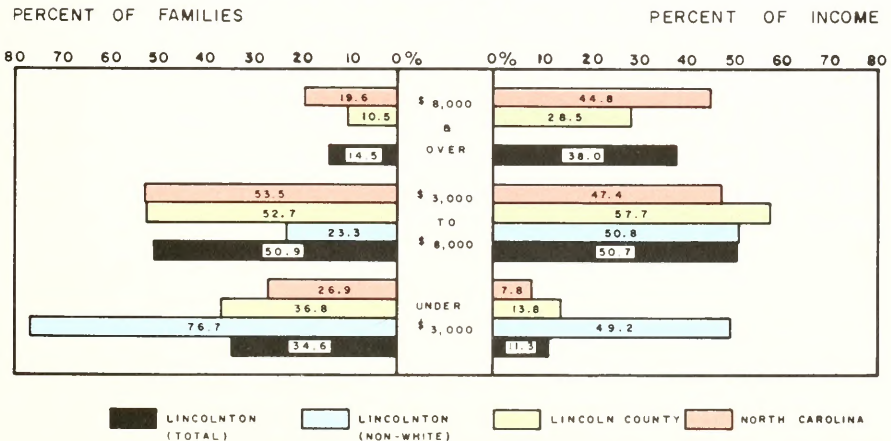


CHART - 6

In summation, there is a large percentage of the population living on family incomes of under \$3,000 per year. These persons, no doubt, return most, if not all, of their income to the local economy, and while it is definitely important, it does not account for very large percentages of Lincolnton's total personal income. In contrast, a fairly large percentage of the total Lincolnton income is received by those who often times have a large percentage of it tied up in outside activities. This is not to say that the high income families spend less locally for goods and services than the low and middle income families, for this certainly is not the case; but rather, they spend a smaller percentage of their total personal income. It is therefore likely that a moderate amount of purchasing power is lost from the local economy.

Chart 6 also illustrates non-white family income distribution. As shown, all non-white families subsist on less than \$8,000 per year and it is, therefore, likely that almost all income earned by them is returned to the local economy. The fact that approximately 77.0 per cent of the non-white families in Lincolnton had annual family incomes below \$3,000 in 1959 is to a large extent responsible for the fact that approximately 35 per cent of all Lincolnton families had annual family incomes below \$3,000.

In comparison with Lincolnton, Lincoln County has a smaller percentage with high family incomes, and a higher percentage with low and average family incomes. Urban North Carolina has a higher percentage with high and average family incomes, and a smaller percentage with low family incomes. Generally speaking, income in Lincolnton is somewhat more equally distributed than in urban places in North Carolina, however, not as equally distributed as in Lincoln County.

EDUCATION

As shown by Chart 7, the level of educational attainment in Lincolnton and Lincoln County is far below that of Urban United States and Urban North Carolina. In both, a larger percentage have failed to complete high school and a smaller percentage have education beyond the high school level. The median school years completed in Lincolnton is 9.7 years and in Lincoln County 8.3 years -- both well below urban places in the United States with 11.2 years completed and urban places in North Carolina with 10.4 years completed.

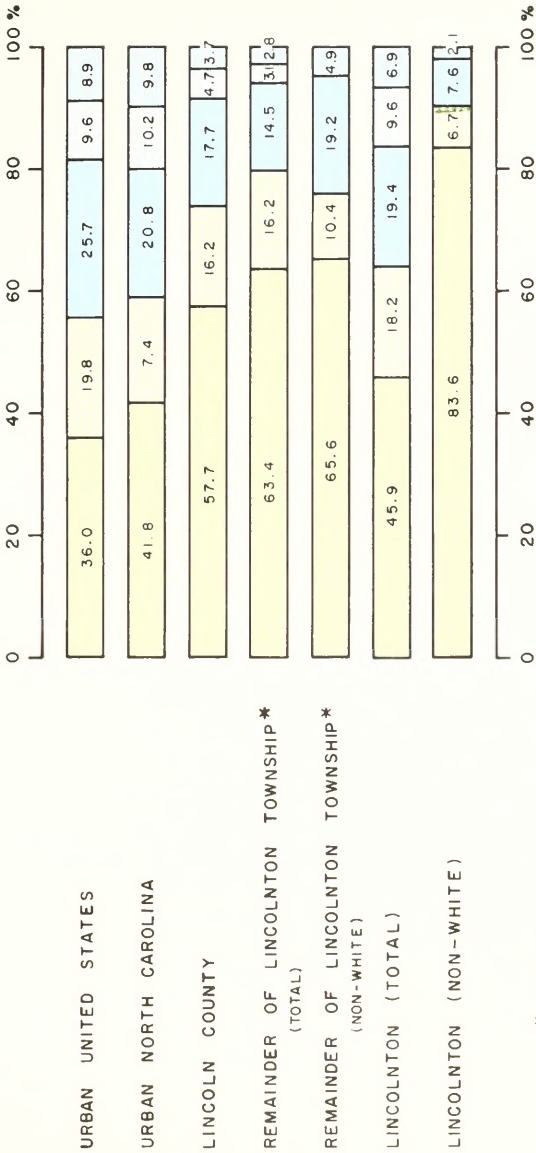
In addition, note that the level of educational attainment in Lincolnton is above that of Lincoln County and Lincolnton Township (less Lincolnton), and also that non-white educational attainment in all three areas is below that of white attainment.

HOUSING

As shown by Chart 8, the quality of housing in Lincolnton, Lincoln County, and Lincolnton Township is much poorer than in Urban North Carolina and Urban United States. Lincolnton with 63.2 per cent standard, Lincoln County with 51.6 per cent standard, and Lincolnton Township with 56.9 per cent standard is far below Urban United States with 81.4 per cent standard and Urban North Carolina with 71.2 per cent standard.

PERCENT OF SCHOOL GRADES COMPLETED IN LINCOLN TOWNSHIP AND SELECTED AREAS

FOR ADULTS 25 YEARS OF AGE AND OLDER



* LESS LINCOLN TOWNSHIP

LESS THAN 4 YEARS OF HIGH SCHOOL

8 YEARS OR LESS

1 TO 3 YEARS HIGH SCHOOL

FOUR YEARS HIGH SCHOOL OR MORE

4 YEARS HIGH SCHOOL

1 TO 3 YEARS OF COLLEGE

4 YEARS OR MORE OF COLLEGE

STANDARD & SUBSTANDARD HOUSING

AS A PERCENT OF TOTAL DWELLING UNITS
BY RACE FOR LINCOLNTON AND SELECTED AREAS

1960



 STANDARD


 SUB-STANDARD

TABLE 12

Median School Years Completed for Selected Areas

	Urban U. S.	Urban N. C.	Lincoln- ton Total	Lincoln- ton Non-white	Lin- coln County Total	Lin- coln County Non-white	Rest of Lin. Twp. Total*	Rest of Lin. Twp. Non- white*
Median School Years Com- pleted	11.1	10.4	9.7	7.2	8.3	7.1	8.0	7.3

*Less Lincolnton Town

Note particularly the extremely poor quality of non-white housing which is only 14.1 per cent standard in Lincolnton, 13.3 per cent standard in Lincolnton Township, and 7.5 per cent standard in Lincoln County.

Table 13 provides still another way of evaluating the quality of housing. In Lincolnton, 19.3 per cent of the owner-occupied housing is valued under \$5,000, and only 16.0 per cent in excess of \$15,000. In Lincoln County 28.9 per cent is valued under \$5,000, and only 13.1 per cent in excess of \$15,000.

TABLE 13 Value of Owner-occupied Units

	Median	% Under \$5,000	% Over \$15,000
State of N. C.	\$8,000	26.4	16.8
Urban North Carolina	9,700	17.5	22.5
Lincoln County	6,900	28.9	13.1
Lincolnton	8,900	19.3	16.0

When compared with the State as a whole, it is shown that Lincolnton has a smaller percentage valued under \$5,000, however also has a slightly smaller percentage valued under \$15,000. In contrast, when compared with urban places in North Carolina, Lincolnton has a larger percentage valued under \$5,000 and a smaller percentage valued over \$15,000. Lincoln County, when compared with both the State as a whole and urban places in the State, has a larger percentage valued under \$5,000 and a smaller percentage over \$15,000. The median value of owner-occupied housing in Lincolnton is \$8,900 -- larger than the State with \$8,000, however below Urban North Carolina with \$9,700. On the other hand, Lincoln County, with a median value of owner-occupied dwelling units of \$6,900 is far below both the State and urban areas in the State.

SUMMARY

In all three respects -- income, education, and housing -- the level of attainment in both Lincolnton and Lincoln County is well below that of Urban United States and Urban North Carolina.

It appears that the primary factor responsible is out-migration by many of the better educated because of a lack of sufficient employment opportunity in Lincolnton. This has caused the level of educational attainment to be lower than it would have been had those persons remained, and, in so doing, has also

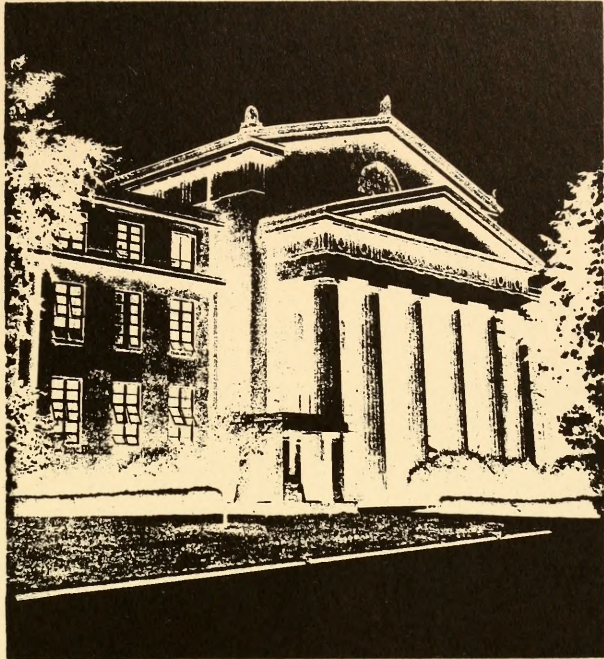
lowered income and housing levels as well. Since the income and housing levels of a particular locale are related to and dependent upon the education of those working and living there, the income and housing levels will naturally be lowered if many of those capable of earning the best living out-migrate. It is really a very difficult problem to solve because modern day industry requires a well-trained and well-educated labor force, yet, which comes first -- education or good job opportunity? If education precedes job opportunity, those with the best training and education cannot be expected to wait several years for jobs to come to them; however, by the same token, employment requiring skilled development can hardly be expected to come into an area if it must wait several years before it can adequately staff its operation. Actually, it is really a cycle in which poverty breeds poverty and prosperity breeds prosperity, and if a town or geographical area is in a cycle of poor economic development, as is the case with Lincolnton, it is very difficult to break.

While there are no simple solutions or panaceas which will solve this problem for Lincolnton, there is little doubt that an uplifting of educational facilities -- academic, vocational, and technical -- and, as a result educational attainment, will facilitate Lincolnton in her efforts to attract more and higher quality industry. This must be done if Lincolnton and Lincoln County hope to achieve a standard of living comparable to that of urban areas in the United States and North Carolina. Actually, it is a very slow process and one which requires planning for long run results.

In pursuance of this goal there are two factors which should be taken into consideration: 1. reasonably good employment must be made available if the best educated and most productive are to be kept in Lincolnton, and, 2. it is unlikely that an industry requiring a large number of well-trained and well-educated employees would be willing to locate a plant in Lincolnton if it must wait for several years to staff its operation.

With this in mind it appears that the best policy would be to concentrate recruiting efforts toward the attraction of industry which desires to start small, but plans to grow in the future. If this were done, Lincolnton would be able to adequately staff the operation and by so doing be able to provide good employment for those people who would, in all probability, otherwise leave to find it elsewhere. Still others who are presently away at school or in the service or working out of town may return to take employment in Lincolnton as opportunity becomes lucrative.

As a result, over the long run, the quality of Lincolnton's labor force will be vastly improved, and, in so doing, will serve to make the community an even more attractive and profitable place to locate industry. Hopefully, successful implementation of this approach would slowly but surely replace the cycle of poverty with a cycle of prosperity.



ECONOMY

ECONOMIC CHARACTERISTICS

The existence of all towns and cities is made possible by some type or types of economic activity. The purpose of this section is to familiarize community leaders and citizens with the economic composition of their community by bringing to light the strengths and weaknesses of the economic base upon which the town is dependent.

DIVERSIFICATION AND SPECIALIZATION OF THE ECONOMIC BASE

Table 14 provides an indication of the extent of development of the various sectors comprising the local economy relevant to development in the United States as a whole. This is accomplished by comparing local employment with national employment in each sector in order to determine the diversification of the economic base, as well as the sectors of specialization. As expected, a substantially higher proportion of the total employment in both Lincoln and Lincoln Township is found to be in manufacturing than is the case for the United States as a whole. In addition, employment in both Lincoln and Lincoln Township is either on a par with or slightly over-represented relative to the United States in its proportion of total employment engaged in construction and wholesale trade, and in Lincoln only in retail trade, personal services and education. For all other sectors, employment in both Lincoln and Lincoln Township is under-developed relative to the United States.

When employment distribution within the manufacturing sector is examined independently, Chart 9 shows that two activities -- textiles and furniture -- account for the vast majority of total manufacturing employment in both Lincoln and Lincoln Township (85 per cent in the former and 89 per cent in the latter).

These facts show conclusively that Lincoln and Lincoln Township are areas of high manufacturing specialization, but poor industrial diversification. In addition, it is also shown that manufacturing activity is almost completely dominated by the manufacture of textiles and furniture, therefore indicating an extreme lack of manufacturing diversification as well.

Before an accurate analysis can be made of what this means to the economy of Lincoln and Lincoln Township, and therefore to the citizens residing therein, it is first necessary to dichotomize all employment into two broad groups or sectors -- local and export. The activities of the export sector are known as "basic industries" and are those which serve markets outside the local area of study, and subsequently bring new money into the local economy. The activities of the local sector are known as "non-basic" or "services industries" and are those which serve only markets within the area of study. They do not export, do not bring in new money, and are completely dependent upon basic industries for their existence. In other words, in the final analysis the very life of the community itself is dependent upon the successes and failures of the basic industries in which its citizens are employed.

TABLE 14

Percentage of Total Employment Represented in Selected
Major Industry Groups: Lincolnton, Lincolnton Township
Compared to U. S. - 1960

	% of total Lincolnton Employment	% of total Lincolnton Twp. Employment	% of total United States Employment
Agriculture, forestry, fishing & mining	0.4	2.5	7.7
Construction	7.6	8.0	5.9
Manufacturing	38.6	48.5	27.1
Transportation, Communication & Utilities	5.5	5.7	6.9
Wholesale Trade	4.7	3.2	3.2
Retail Trade	15.6	12.1	15.0
Finance, insurance & real estate	2.5	1.0	4.2
Business & Repair service	2.2	2.2	2.5
Personal services including entertainment and recreation services	6.9	4.3	6.8
All education	5.6	3.5	5.2
Medical, hospital and related	6.1	4.3	6.5
Public administration	2.3	1.7	5.0
Industry not reported	2.0	3.0	4.0
Total	100.0	100.0	100.0

PERCENT OF MANUFACTURING EMPLOYMENT BY INDUSTRY
LINCOLNTON TOWNSHIP
1960

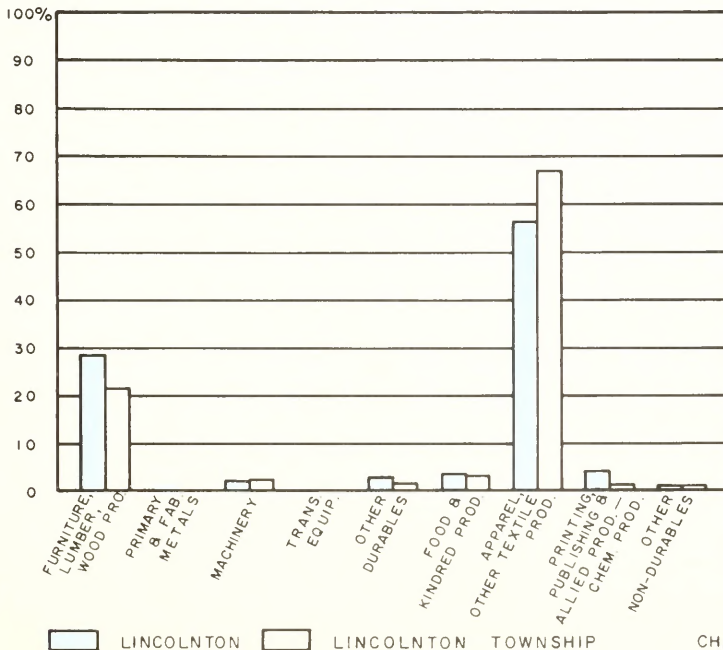


CHART -9

When this is considered in the light of the dominance of manufacturing activity as the primary source of basic employment, and in conjunction with the fact that the manufacture of textile and furniture products, in both Lincoln and Lincoln Township, constitute the vast majority of manufacturing employment, it can be seen that the area fortunes are almost completely tied to the successes and failures of these two manufacturing activities.

On the positive side, the fact that a somewhat larger percentage of the labor force in Lincoln is employed in wholesale and retail trades than in the United States as a whole suggests that Lincoln probably serves as somewhat of a commercial center. As a result, this type of activity, in addition to its normal service function, possibly also brings some new money into the city as well. If this is the case, a portion of the employment engaged in this normally non-basic activity would be basic. At any rate, commercial activity in Lincoln is reasonably well-developed and as a result, it would be wise to study the possibility of expanding the activities of the sector. The same is true also of professional sector.

STABILITY OF THE ECONOMIC BASE

Growth Trends

As shown by the preceding section, the livelihood of Lincoln is almost solely dependent upon manufacturing activity of which the vast majority is concentrated in furniture and textiles. While a comparison of employment trends during the past decade in these two industries is not possible since the data is not available for 1950, data for the sum of all manufacturing activity is, and shows that from 1950 to 1960 Lincoln experienced an 8 per cent decline in manufacturing employment. When this decline is considered in the light of National trends taking place in the textile and furniture industries, both of which, due primarily to automation, experienced employment declines during the decade of 22.3 per cent and 10.8 per cent respectively, it appears reasonable to assume that a substantial portion, if not all, of this decline occurred in these two areas of manufacturing activity. On the basis of these trends it would further appear that the employment upon which the economic welfare of the town is dependent is in a state of decline, therefore indicating an urgent need for new jobs to absorb displaced workers. Needless to say, any town which is almost solely dependent upon two industries for its livelihood does not have a very stable economic base.

Sensitivity of Local Industry to Change in National Business Cycle

Another way of viewing the stability of the economic base is to note the sensitivity of local industries to change in the National Business Cycle. An industry which is highly sensitive to the cyclical fluctuations of the Business Cycle would find that the demand for its goods and services would go up and down with the slightest upward and downward movement of the Business Cycle, as would its employment. In contrast, changes in the National Business Cycle would have very little effect on an industry which is highly insensitive. Very little

change, if any, would be noted in demand, and subsequently, employment.

TABLE 15 Sensitivity of Non-Agricultural Industries
to Change in National Business Cycle, Lincolnton, N. C.
1960

Industry	Per Cent of Lincolnton Employment	
Group I (highly insensitive)		
Communication and utilities	2.6	
Education	5.6	
Medical and Related Professions	6.1	
Public Administration	<u>2.3</u>	
Total		16.6
Group II (markedly insensitive)		
Foods and kindred products	1.4	
Printing, publishing, and allied products	1.6	
Business and repair services	2.2	
Finance, insurance, and real estate	<u>2.5</u>	
Total		7.7
Group III (average sensitivity)		
Railroad and railway express	0.2	
Wholesale	4.7	
All retail	15.6	
Private households	4.6	
Other personal services, entertainment and recreation	<u>2.3</u>	
Total		27.4
Group IV (markedly sensitive)		
Furniture, lumber and wood products	11.1	
Textile mill products	21.7	
Construction	<u>7.6</u>	
Total		40.4
Group V (highly sensitive)		
Machinery (electrical and non-electrical)	0.9	
Primary and fabricated metals	<u>0.3</u>	
Total		<u>1.2</u>
Total		93.3
Agriculture, forestry, fisheries		0.4
"Other" and not classified		<u>6.3</u>
Grand Total		100.0

In Lincolnton, due primarily to the large proportion of the total labor force employment in the textile and furniture industries, almost 42 per cent of the total labor force is employed in industries which are either markedly or highly sensitive to the cyclical fluctuations of the National Business Cycle. Approximately 24 per cent are employed in industries either highly or markedly insensitive, and only 27.4 per cent in those with an average sensitivity (See Table 15.). This again illustrates a lack of stability and indicates a need to cultivate other sectors of economic activity.

trends of local industry relative to national trends. They are not predictions, and, indeed, many variables, such as the ability and desire to attract new industries, etc., are not taken into consideration. They are important in that they enable the people to see where they are heading in the future if they continue as they have in the past, and thereby facilitate a change in the future course if that which is indicated is not that which is desired.

As shown, from 1960 to 1980 total employment is expected to increase by approximately 31 per cent in Lincolnton and 18.5 per cent in Lincolnton Township.

TABLE 17 Employment Projections -- 1970 and 1980
Lincolnton and Lincolnton Township

	Lincolnton				Lincolnton Township			
	1960	1970	1980	% change 1960-80	1960	1970	1980	% change 1960-80
TOTAL EMPLOYED	2161	2432	2838	31.3	5615	5998	6652	18.5
Agri., forestry, fishery	8	5	3	-62.5	141	87	54	-61.7
MANUFACTURING	833	806	798	-4.2	2725	2618	2572	-5.6
Lumber, furn., etc.	239	213	190	-20.5	585	522	466	-20.3
Primary and fabricated metals	6	7	9	50.0	18	22	27	50.0
Machinery (elec. & non-elec.)	19	27	39	105.3	72	104	150	108.3
Motor veh. & other trans.	--	--	--	--	19	36	68	257.9
Other durables	25	32	41	64.0	40	51	65	62.5
Food	31	38	47	51.6	90	111	137	52.2
Textile & apparel	468	431	397	-15.2	1828	1684	1551	-15.2
Printing, publishing & chemical products	35	47	63	80.0	40	53	71	77.5
Other non-durables & not spec.	10	11	12	20.0	33	35	37	12.1
MINING	--	--	--	--	4	3	2	-50.0
CONSTRUCTION	164	181	200	22.0	444	490	541	21.8
TRANSPORTATION	122	132	144	18.0	322	345	371	15.2
Railroad	4	4	4	0.0	20	18	16	-20.1
Trucking	--	--	--	--	--	--	--	--
Other transportation	61	63	65	6.6	159	163	167	5.0
Communication & utilities	57	65	75	31.6	143	164	188	31.5
COMMERCE	540	627	732	35.6	986	1120	1273	29.1
Wholesale	101	114	128	26.7	182	205	231	26.9
All retail	337	378	424	25.8	680	762	854	25.6
Finance	54	76	107	98.1	--	--	--	--
Business & repair service	48	59	73	52.0	124	153	188	51.6
PERSONAL SERVICES	149	171	197	32.2	239	271	309	29.3
Private households	100	120	144	44.0	146	175	209	43.2
Other per. serv., ent., rec.	49	51	53	8.2	93	96	100	7.5
PROFESSIONAL	301	460	707	134.9	535	813	1243	132.3
All education	121	198	323	166.9	199	325	531	166.8
Medical, hospital & related	131	200	305	132.8	240	366	557	132.1
Public administration	49	62	79	61.2	96	122	155	61.5
OTHER OR NOT GIVEN	44	50	57	29.5	219	251	287	31.1

In both, the main areas of growth are expected to be in commercial and professional employment; however, in both, manufacturing employment is expected to decline by approximately 5.0 per cent due primarily to an anticipated 15 per cent decline in textile employment and 20 per cent decline in furniture employment. This again emphasizes and substantiates the findings of preceding sections that the basic employment upon which Lincolnton is primarily dependent is in a state of steady decline.

Before concluding, it would be wise to briefly discuss a recent development regarding the textile industry which may, to some extent, alter the anticipated employment trends. Recent governmental action has abolished the two priced cotton system which enables foreign competitors to undersell American producers. While this will not stop the trend to automation, it will in all likelihood greatly increase the demand for domestically produced textile products which, in turn, will create new jobs despite automation. Therefore, it is likely that while there will be fewer employees per square foot of plant, new plant expansions resulting from new and increased demands may create enough new jobs to absorb many, if not most, of those who would otherwise have been displaced. While this is not a prediction, recent actions by several major textile concerns would seem to bear this out. At any rate, it serves to illustrate how a change in trends can affect employment projections.

SUMMARY AND SIGNIFICANCE OF ECONOMIC CHARACTERISTICS

In Lincolnton, manufacturing activity provides the dominant, if not only, source of basic employment. Moreover, the manufacture of textiles and furniture products account for the vast majority of the total manufacturing activity. Subsequently, the welfare of Lincolnton and the immediate area surrounding Lincolnton is almost totally dependent upon the successes and failures of these two manufacturing activities.

The gravity of the situation becomes readily apparent when one considers that both of these industries are markedly sensitive to cyclical fluctuations of the National Business Cycle and also rapidly decreasing in employment.

These facts suggest a dire need to broaden the economic base in order to diversify the local economy and by so doing better enable the area to weather economic cyclical changes. In addition, new sectors of industrial activity need to be cultivated so as to provide suitable employment for new entrants entering the labor market, as well as for those being displaced by automation and modernization.

THE LABOR FORCE

COMPOSITION OF THE LABOR FORCE

In 1960 the Lincolnton labor force contained 2,161 workers -- 1,400 males and 761 females. As shown by Table 18, since 1940 the proportion of males to females in the labor force has changed only slightly despite an increase in the size of the labor force from 1940 to 1950, and a decline in the size of the labor force from 1950 to 1960.

The decline in the overall size of the labor force is probably a reflection of automation in the textile and furniture industries, and the resulting out-migration by many persons to find other or more lucrative employment elsewhere. The data necessary for analyzing the labor force by age is not available for Lincolnton; however, in view of past migration trends, it is likely that the labor force contains a large proportion of upper middle and older aged adults. In other words, it is likely that the labor force is becoming increasingly aged. This is indeed unfortunate because the younger groups are generally the best educated, the easiest to teach, and the most productive.

TABLE 18
Composition of the Labor Force by Sex
Lincolnton
1940 - 1950 - 1960

	1940		1950			1960		
	Number	% Dist.	Number	% Dist.	% Change	Number	% Dist.	% Change
Male	1,195	64.5	1,512	64.5	26.5	1,400	64.8	- 7.4
Female	658	35.5	831	35.5	26.3	761	35.2	- 8.4
Total	1,853	100.0	2,343	100.0	26.4	2,161	100.0	- 7.8

At this point it seems pertinent to briefly mention that an investigation into the type of industry attracted since 1960 shows it has generally been of a nature as to provide predominantly female employment. As a result, the present labor force probably contains a higher proportion of females than it did in 1960; however, it is unlikely that the labor force contains a higher proportion of young persons since the new industry has not generally provided employment for those age groups where out-migration has been the largest. The reasons for the decision to recruit this type of industry will be discussed in detail in a latter section, along with a more comprehensive explanation of the resulting ramifications.

Women in the Labor Force

As shown by Table 19, Lincolnton in 1960 had a smaller percentage of the females, 14 years of age and over, in the labor force than did Urban North Carolina or the State of North Carolina. However, of those in the labor force, a much larger percentage in Lincolnton are married with husband present than is the case in either the State or urban places in the State. In addition, almost

22 per cent have children under 6 years of age. Together, these two facts suggest that, by in large, most of the females in the labor force are working to supplement family income.

Again referring to the fact that most employment created in Lincolnton since 1960 has been female in nature, it is likely that a higher proportion of the females 14 years of age and over are now present in the labor force than was the case in 1960, and also that a higher proportion are married and have children under 6 years of age.

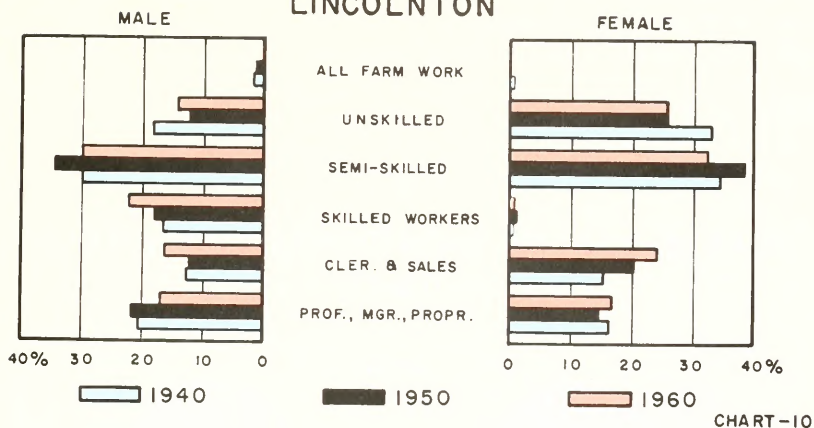
OCCUPATIONAL EMPLOYMENT

Chart 10 illustrates per cent distribution of Lincolnton's employment by occupation. As shown, for both males and females the largest single area of employment in 1960 was in the semi-skilled group. This is as expected since both the textile and furniture industries are characterized by large semi-skilled employment. The fact that this type of employment declined as a per cent of total employment from 1950 to 1960 illustrates the declining employment trends of these industries, and further emphasizes the need for new and diversified employment. For males, the principal areas of growth were in the skilled, unskilled, and clerical and sales groups; and for females, in the clerical and sales and professional, managerial, and proprietary groups. It is interesting to note that contrary to national trends, males experienced a sizeable decrease in the proportions of professional, managerial and proprietary workers.

TABLE 19 Women in the Labor Force for Selected Areas
1960

	State of North Carolina	Urban North Carolina	Lincolnton
Females 14 years of age and over	1,600,721	679,846	10,235
Per Cent	100.0	100.0	100.0
Number in the Labor Force	600,061	301,405	3,749
Per Cent	37.5	44.3	36.7
Number in the Labor Force and husband present	376,148	172,670	2,680
Per Cent	62.7	57.3	71.5
Number who have children under 6 years of age	335,504	45,153	816
Per Cent	55.9	15.0	21.8
Number not in Labor Force	1,000,670	378,441	6,486
Per Cent	62.5	55.7	63.3
Number employed	562,967	283,215	3,506
Per Cent of Labor Force	93.8	94.0	93.5
Number unemployed	36,255	181,143	243
Per Cent of Labor Force	6.2	6.0	6.5

OCCUPATIONAL EMPLOYMENT 1940-1950-1960 LINCOLNTON



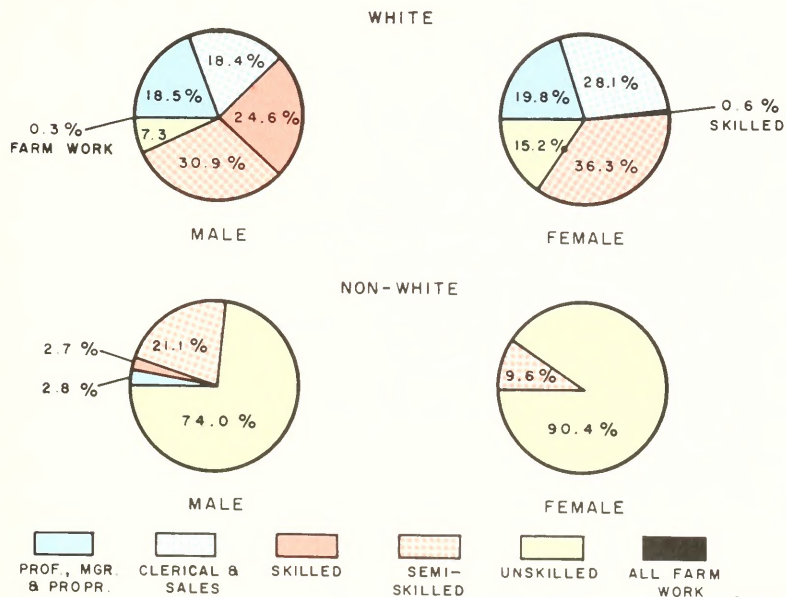
Occupational Groups by Race and Sex

Chart 11 illustrates occupational distribution by race and sex, and shows that the largest single area of white employment, both male and female, is in the semi-skilled group, and non-white in the unskilled group. For white males there is a reasonably equal distribution of employment between the professional, managerial, and proprietary; clerical and sales; and skilled groups; and for white females between the professional, managerial, and proprietary; clerical and sales and unskilled groups. The occupational structure of the non-white segment of the labor force is very much different from the white structure. Other than a very small employment for males in the professional, managerial, and proprietary group, employment is concentrated in either the semi-skilled or unskilled groups -- particularly unskilled.

In light of the non-white occupational group structure it is easy to see why non-white family income levels are so low. Until such time as more lucrative and challenging employment opportunity is made available, the non-white segment of the population will continue to exert a drag on the local economy. On the other hand, improvement and expansion of employment opportunity for Lincolnton's non-white population would benefit not only the non-white segment of the population, but the white segment as well. Increased non-white family

income would result in increased purchasing power, subsequently, increased demand for goods and services. This, in turn, would create new employment and new income for all. In addition, the tax base would be expanded enabling non-whites to carry a larger share of the tax burden. Also, increased tax receipts would enable the town to provide more and better public facilities. In the final analysis, the creation of new and more lucrative employment for non-whites will, in the long run, elevate the standard of living of the entire community.

OCCUPATIONAL EMPLOYMENT BY SEX & RACE 1960



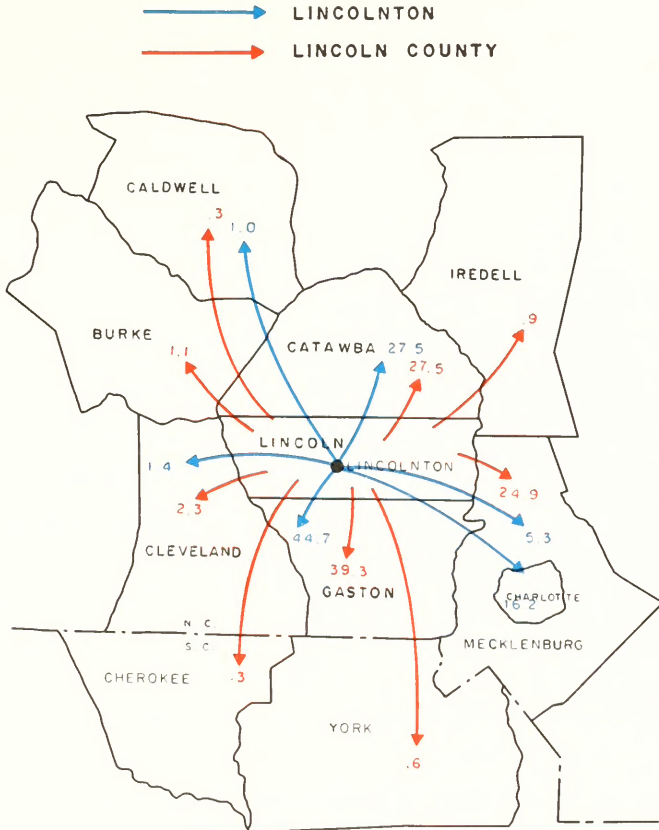
Map 1 and Tables 20 and 21 illustrate commuting patterns for Lincolnton and Lincoln County. As shown, the vast majority of the 3,363 Lincoln County residents going out of the County to work go to Mecklenburg, Catawba, and Gaston Counties. Most of the 284 Lincolnton residents who out-commute to work go to Charlotte and Catawba and Gaston Counties.

In contrast, only 530 residents from outside Lincoln County come into the County to work. Upon comparison, it is shown that approximately 6 times as many leave Lincoln County to work as come in.

OUT-COMMUTING PATTERNS OF WORKERS LINCOLNTON AND LINCOLN COUNTY

1960

ARROWS SHOW PERCENT OF OUT-COMMUTING WORKERS
EMPLOYED IN OTHER COUNTIES



Approximately 3363 Lincoln County residents and 284 Lincolnton residents go out of Lincoln County to work

Of the 3363 out-commuting Lincoln County workers, approximately 25 per cent work in Mecklenburg County, 27.5 per cent in Catawba County, and 39.3 per cent in Gaston County

Of the 284 Lincolnton workers who commute outside the County to work, 16.2 per cent work in Charlotte, 27.5 in Catawba County and 44.7 per cent in Gaston County

This would suggest that employment opportunity in surrounding areas is more lucrative than that available in Lincolnton and Lincoln County. On the positive side, it is likely that many, if not most, of those out-commuting would be willing to accept employment in Lincolnton and Lincoln County providing that employment was made available which offered wages and working conditions equal to or slightly above those of their present employment.

TABLE 20 Worker Mobility for Lincoln County - 1960

	Residents going out of County to work		Non-residents coming into County to work	
	Number	Per Cent	Number	Per Cent
Mecklenburg County	836	24.9	44	8.3
Catawba County	933	27.5	138	26.1
Cleveland County	75	2.3	41	7.7
Gaston County	1,320	39.3	288	54.3
Iredell County	31	.9	8	1.5
Burke County	36	1.1	7	1.3
Alexander County	--	--	4	.8
Caldwell County	11	.3	--	--
York County, S. C.	19	.6	--	--
Cherokee County, S. C.	9	.3	--	--
Elsewhere	93	2.8	--	--
Total	3,363	100.0	530	100.0

TABLE 21 Worker Mobility for Lincolnton - 1960

	Lincolnton Residents going out of County to work	
	Number	Per Cent
Charlotte City	46	16.2
Balance of Mecklenburg County	15	5.3
Catawba County	78	27.5
Cleveland County	4	1.4
Gaston County	127	44.7
Caldwell County	3	1.0
Elsewhere	11	3.9
Total	284	100.0

UNEMPLOYMENT

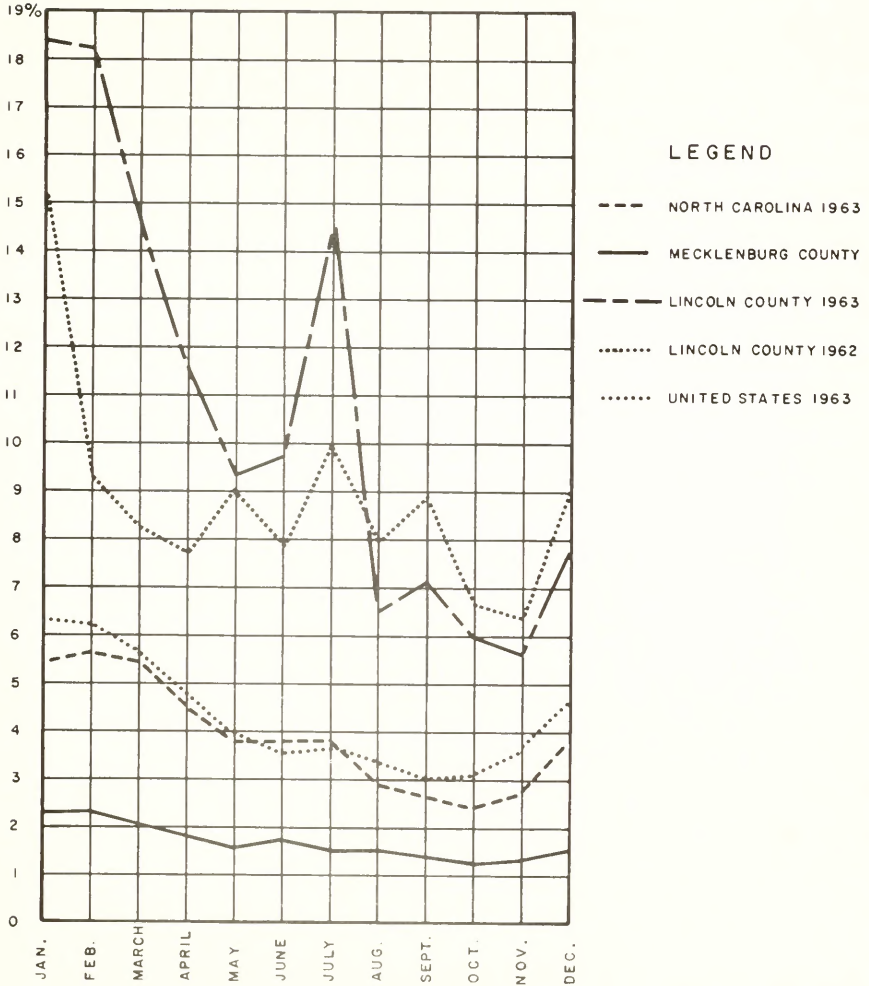
Graph 3 illustrates insured unemployment by month for Lincolnton County (1962 and 1963), North Carolina (1963), United States (1963), and Mecklenburg County (1963). This data was compiled by the North Carolina Employment Security Commission and includes only those establishments employing four or more persons. Since, undoubtedly, there were some who were unemployed but not eligible for unemployment benefits, the actual ratios were in all probability somewhat higher than indicated.

Lincoln County (1962 and 1963)

Lincoln County unemployment in both 1962 and 1963 was very high and extremely erratic. Generally speaking, it was higher the first half of the year in 1963,

MONTHLY UNEMPLOYMENT RATIOS* FOR

- LINCOLN COUNTY 1962 & 1963
- MECKLENBURG COUNTY 1963
- NORTH CAROLINA 1963
- UNITED STATES 1963



* INCLUDES ONLY INSURED UNEMPLOYMENT

but lower the second half. Also, the highest months in 1963 were higher than in 1962, however the lowest months were lower. The fact that unemployment in the latter months of 1963 was lower than at any time in 1962 hopefully suggests that some permanent improvement will be realized.

Lincoln County Compared

When unemployment ratios in Lincoln County are compared with those of the State, the Nation, and Mecklenburg County, it can be seen that unemployment in Lincoln County is far more erratic and much higher than in any of the areas selected for comparison. Lincoln County desperately needs new and diversified sources of employment in order to provide work for the unemployed and to give stability to the economic base.

It has been called to my attention by various community leaders that the female segment of the labor force has, by in large, been responsible for the largest part of the unemployment in Lincoln County. For this reason, recent industrial recruiting efforts have been oriented toward providing employment for the female segment of the labor force. A further explanation of this will follow in a latter section.

WORKER AVAILABILITY

Table 22 provides an estimate of "production worker availability"* in a 20-mile commuting radius of Lincolnton. Included are those persons who possess production job skills and persons under 45 years of age deemed trainable for production jobs. This estimate is based on the premise that new or expanding industry will offer wages and working conditions equal to or slightly better than is presently the case of the area in question.

*Those included as defined by the North Carolina Employment Security Commission

- I. Persons currently seeking work
 - (1) the unemployed;
 - (2) persons with less than full-time employment; i.e., the under-employed;
 - (3) individuals holding jobs which do not utilize their highest skills;
 - (4) certain others, such as school drop-outs, returnees from military service, etc.

- II. Potential job seekers
 - (1) housewives who would join the labor force, if more suitable work or better job opportunities were made available;
 - (2) workers who are not commuting to jobs in other areas but who prefer local employment;
 - (3) young people who expect to find jobs upon completion of their schooling;
 - (4) agricultural workers who are interested in industrial jobs.

EMPLOYMENT SECURITY COMMISSION OF NORTH CAROLINA
ESTIMATE OF RESIDENT PRODUCTION WORKER AVAILABILITY

Area: Lincolnton N. C., May 19 64

IMPORTANT

ESTIMATED NUMBER AND CHARACTERISTICS OF PERSONS WITHIN THIS AREA WHO POSSESS PRODUCTION JOB SKILLS AND PERSONS UNDER 45 YEARS OF AGE DEEMED TRAINABLE FOR PRODUCTION JOBS.

ESTIMATE BASED ON THE PREMISE THAT NEW OR EXPANDING INDUSTRY WILL AFFORD WAGES AND WORKING CONDITIONS EQUAL TO OR SLIGHTLY BETTER THAN PRESENT INDUSTRIAL PATTERN OF THE AREA.



RECRUITING AREA: 20 MILE RADIUS
(ROAD MILES) FOR SITES IN OR NEAR
Lincolnton

POPULATION OF ENCIRCLED AREA:
199,380
(1960 CENSUS)

EACH YEAR APPROXIMATELY 1,265
HIGH SCHOOL GRADUATES ENTER THE
LABOR MARKET IN THE ENCIRCLED AREA.

Within This Area The Estimated Number of Production Type Workers Available Is --

CHARACTERISTICS	TOTAL	WHITE		OTHER	
		MALE	FEMALE	MALE	FEMALE
TOTAL ESTIMATE OF AVAILABLE PRODUCTION TYPE WORKERS	6,695	2,215	3,630	390	460
SKILLED	320	215	100	5	0
SEMISKILLED	2,335	825	1,400	55	55
TRAINABLE FOR PRODUCTION JOBS DEMANDING SKILL DEVELOPMENT	4,040	1,175	2,130	330	405

EXPERIENCED WORKERS, BY INDUSTRY		
INDUSTRY	SKILLED	SEMI-SKILLED
Textiles	130	1,335
Apparel	5	145
Mach., Elec. & Nonelec.	20	130
Furniture	20	80

ESTIMATE OF RECRUITABLE WORKERS IN AREA		
MILES	MALE	FEMALE
0 TO 15	1,630	1,800
15 TO 20	1,575	2,200
20 TO 25		

Table 22

As shown, within a 20-mile radius of Lincolnton there are 6,695 workers who would be available for employment if suitable jobs were made available for them -- 320 skilled, 2,335 semi-skilled, and 4,040 trainable for production jobs demanding skilled development. In addition, each year approximately 1,265 high school graduates enter the labor market.

Due to the nature of the present economic base, it is likely that the vast majority of those who are either skilled or semi-skilled have their skills in tasks which are oriented to the textile or furniture industries. While this is conducive to the attraction of more industries of this or related types, it is possible that these characteristics may, to some extent, hamper Lincolnton should she endeavor to diversify her industrial base. Also of importance, note that females constitute over 60 per cent of the total available workers.

As has been previously mentioned in preceding sections, it has been called to my attention by various business and civic leaders that Lincolnton, since 1960, has successfully concentrated her industrial recruiting efforts on the attraction of industry which provides predominantly female employment. This decision was based primarily on data received from the North Carolina Employment Security Commission which indicated that the majority of the unemployment and worker availability was female.

As a result, more wives are working to supplement family incomes than was the case previously; however, this has done very little to diversify Lincolnton's economic base since the majority of the industry acquired was either textile or textile related. In addition, it is unlikely that this has helped very much in reducing or checking out-migration by young adults since it did not provide employment for young males. This is readily apparent when one considers that wives almost without fail go with their husbands when they find better employment elsewhere, but husbands and wives seldom ever relocate in order to provide the wife with employment.

Basically, what this action has accomplished is to provide employment for previously unemployed wives of males already permanently established in the County. While this, no doubt, has served to raise family income levels, in all likelihood, it has not checked out-migration or attracted many new residents into the area. Also, the type of activity acquired has done very little to diversify the economic base.

Since the decision to attract this type of industry was based primarily on data compiled by the local Employment Security Commission, it would be wise at this point to suggest several important aspects which should certainly be taken into consideration and which probably served to present a somewhat distorted picture of the local labor market:

(1) Just because a given number of females are registered for work does not necessarily insure they will accept any employment which comes along just because it happens to be designed for females. In many cases they may desire work of a nature unlike that which is available, e.g., clerical,

sales, professional, etc., and since in most cases females are not the family "breadwinners", but are only seeking to supplement their husband's income, they can afford to be more particular than males and subsequently often times refuse work which is not exactly of the type desired. In addition, often times wages may not be sufficient to make it worth their while, especially for women who must hire help to care for young children. At any rate, it is possible to have a large number of females seeking work and at the same time have employment for females going unfilled because the work is not the type desired or because the wages are insufficient to make it worth their while.

(2) Only those applicants who register for work are included in the data of the Employment Security Commission, and since many never apply they constitute an unknown source of manpower. In many cases, no doubt, new entrants into the Lincolnton labor force are already familiar with the employment opportunities in Lincolnton and those in the more prosperous surrounding areas, and, as a result, go directly to surrounding areas and find jobs without ever applying for work in Lincolnton. Proof of this is evidenced by past migration trends.

(3) Many former Lincolnton residents upon graduation from college or discharge from the armed services probably never register for work in Lincolnton because they realize that employment opportunities elsewhere are superior to those available at home.

For the above stated reasons, I personally feel that the decision to concentrate industrial recruiting efforts toward the attraction of apparel and textile related industries employing predominantly females has not been completely wise or correct. It appears that the policy has been to raise family income levels, not by acquiring higher quality industry, but by putting an additional member of the family to work. This is not to say that employment should not be provided for females; however, long term growth and stability is primarily dependent upon providing employment for males, and for this reason it seems logical that Lincolnton should first concentrate her industrial recruiting activities toward this end. Of paramount importance is the need to provide high quality employment in order to check out-migration of well-educated young and middle aged adults so as to keep those capable of earning the best incomes at home. Finally, Lincolnton desperately needs to attract industry which will serve to diversify the economic base, and thereby increase the stability of the local economy.

TRENDS IN RETAIL TRADES, SERVICES, WHOLESALING AND AGRICULTURE

Table 23 shows and compares retail trade trends for Lincoln County, Lincoln, and the Remainder of Lincoln County (less Lincoln). As shown, from 1954 to 1958 the County experienced only minor growth in all aspects of retail trade. Moreover, large growth in the Remainder of the County (less Lincoln), and decline in Lincoln suggested that the fringe and rural areas of the County were becoming increasingly active in commercial activity, at the expense of Lincoln proper.

However, from 1958 to 1963 there was a complete reversal of trends. Lincoln County experienced a large increase in retail activity -- sales were up almost 50 per cent. In Lincoln proper all aspects of retail activity had large growth -- particularly sales which almost doubled. In contrast, the Remainder of the County (less Lincoln) experienced declines in all aspects.

TABLE 23 Retail Sales for Lincoln and the Remainder of Lincoln County

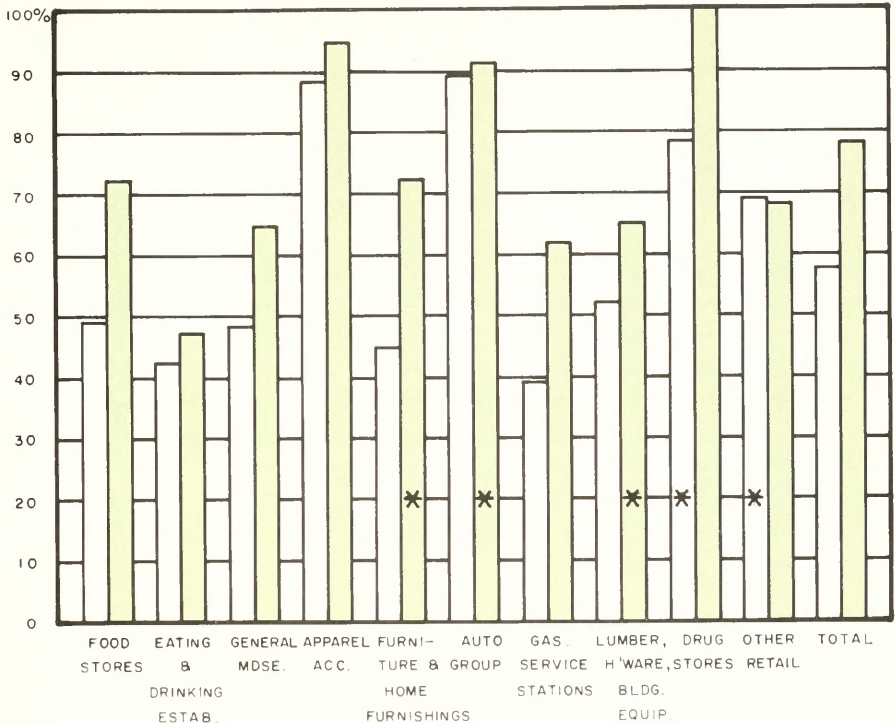
	1954		1958		1963	
	Number	Number	% Change	Number	% Change	Number
<u>Lincoln</u>						
Number of Establishments	135	98	- 27.4	162	65.3	
Sales (\$000)	11,465	10,659	- 7.0	20,487	92.2	
Payroll (\$000)	1,181	1,062	- 10.1	1,865	75.6	
Number of Employees	511	476	- 6.9	636	33.6	
<u>Remainder of County</u>						
Number of Establishments	105	169	61.0	136	-19.5	
Sales (\$000)	3,823	7,764	103.1	6,446	-17.0	
Payroll (\$000)	176	445	152.8	380	-14.6	
Number of Employees	89	205	130.3	158	-22.9	
<u>Lincoln County</u>						
Number of Establishments	240	267	11.3	298	11.6	
Sales (\$000)	15,288	18,423	20.5	26,933	46.2	
Payroll (\$000)	1,357	1,507	11.1	2,245	49.0	
Number of Employees	600	681	13.5	794	16.6	

Chart 12 shows that retail sales in Lincoln, in all categories excepting only other retail*, have, as a per cent of total Lincoln County sales, been steadily increasing. The largest increases have occurred in drug stores, food stores, furniture and home furnishings, gasoline service stations, and general merchandise. Overall, Lincoln retail sales, as a per cent of total Lincoln County sales, increased from approximately 60 per cent in 1958 to approximately 75 per cent in 1963. On the basis of this, there is little doubt that Lincoln, as a center of retail trade for Lincoln County, is stronger than ever.

*includes antique shops, book stores, stationery stores, second hand stores, supply stores, sporting good stores, bicycle shops, jewelry stores, camera stores, news dealers, religious goods stores, typewriter shops, pet shops, toy and game shops, etc.

LINCOLNTON RETAIL SALES AS A PERCENT OF TOTAL LINCOLN COUNTY SALES

1958, 1963



1958

1963

* - ESTIMATED

SOURCE: U.S. CENSUS OF BUSINESS

In explanation as to why Lincoln County retail activity increased so rapidly from 1958 to 1963, it would seem that it is primarily due to a large increase in employment. This employment, which is predominantly female in nature, has served to greatly increase family income, hence purchasing power.

RETAIL SALES (1958) RELATIVE TO PERSONAL INCOME (1959)

In order to provide a standard by which to evaluate the performance of retail sales, the North Carolina Retail Sales Income Ratio* of .6728 is applied to Lincolnton, Lincoln County, and the Remainder of Lincoln County (less Lincolnton). Application of this ratio will give the theoretical amount which retail merchants can expect to receive a year based upon the State average.

As shown, Lincolnton retail merchants received approximately \$3,000,000 more per year than the total personal income of the town and \$5,000,000 more than expected based upon the State average, indicating that local merchants receive a great deal of trade from outside the corporate limits of Lincolnton.

In contrast, total retail sales in the Remainder of Lincoln County (less Lincolnton) are approximately \$18,000,000 less than total personal income and merchants receive approximately \$9,500,000 less than expected based upon the State average.

No doubt, much of this income is received by Lincolnton merchants; however, retail sales for Lincoln County as a whole are approximately \$4,000,000 less than expected based upon the State average, indicating that a large amount of the retail purchases made by the citizens of Lincoln County are made completely outside the County borders, and therefore lost from the local economy.

TABLE 24 1958 Retail Sales Relative to 1959 Personal Income

	Lincolnton	Lincoln County Less Lincolnton	Lincoln County
1959 total personal income	\$ 7,892,790	\$25,514,226	\$33,407,016
1958 total retail sales	10,659,000	7,764,000	18,423,000
retail sales as per cent of income	135.0	72.8	55.1
expected sales if State R.S./Inc. ratio is applied to area income	5,310,269	17,165,971	22,476,240
difference actual from expected	+ 5,348,731	- 9,401,971	- 4,053,240
N. C. Ratio - .6728			

A spot survey of several retail merchants engaged in a variety of retailing activities substantiate the above findings, and also disclosed that competition from nearby urban centers is becoming increasingly competitive.

*This ratio represents the per cent of total personal income within a given area which the local retail merchants receive in the average North Carolina town.

At any rate, the City of Lincolnton does serve as a retail trade center for most of Lincoln County, and is likely to continue doing so in the future.

THE TRADE AREA

The Lincolnton Trade Area, i.e., the area from which most persons buy most of their goods and services in Lincolnton, was determined by the use of Reilly's Law of Retail Gravitation which states that: "two cities attract retail trade from any intermediate city or town in the vicinity of the breaking point approximately in direct proportion to the population of the two cities and in inverse proportion to the square of the distance from these two cities to the intermediate town."* The results thus obtained by use of this mathematical formula are delineated on Map 2 by a solid line, and encompass a population of approximately 27,600 persons.

A spot survey was made of several local retailing merchants in order to determine if the area from which they received their retail trade coincided with the Trade Area as determined by Reilly's Law. As shown by Map 2, the results of the survey for the most part substantiated the results obtained by use of Reilly's Law. The only exception is delineated by a broken line and includes a small area southeast of Lincolnton because it was generally agreed upon by the merchants interviewed that Lincolnton also serves as the primary Trade Area for those living there.

It should be noted before passing that the area delineated may not be completely accurate; however, it does serve to provide a generalized picture of the shopping tendencies of the area surrounding Lincolnton.

Service and Wholesale Trades

Data on service and wholesale trades is available only to 1958. At that time service activity in the Remainder of the County (less Lincolnton) was growing much more rapidly than in Lincolnton proper. However, in view of recent retailing trends it is likely that this trend has reversed.

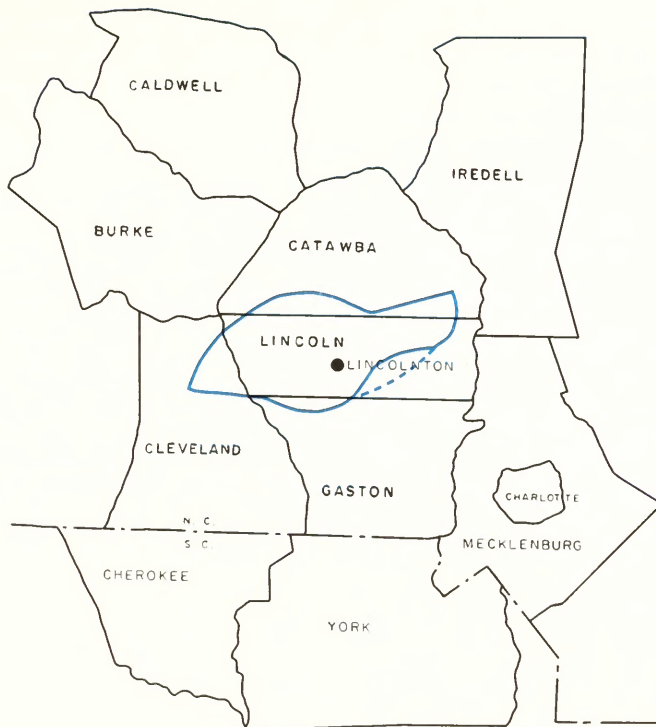
In 1959 wholesaling activity was heavily concentrated in Lincolnton and it is likely that it still is. In addition, in view of recent retailing trends, it is likely that it has experienced considerable growth.

Agricultural Trends

As shown by Table 25, from 1950 to 1959 the number of farms, the total acreage in farms, and the number of both white and non-white farm operators declined in Lincoln County. In contrast, the average farm size increased from 65.4 acres in 1950 to 81.3 acres in 1959.

*William J. Reilly, The Law of Retail Gravitation, (G. P. Putnam Sons, 1931), Page 9.

RETAIL TRADE AREA LINCOLN NORTH CAROLINA



LEGEND

TRADE AREA AS DETERMINED BY
REILLY'S LAW



PERSONAL INTERVIEW

TABLE 25

Lincoln County Agricultural Trends -- 1950, 1954, 1959

	1950	1954	% Change	1959	% Change
Number of farms	2,442	2,333	- 4.5	1,558	-33.2
Acreage in farms	159,720	156,078	- 2.3	126,667	-18.8
Per Cent of total County acreage in farms	81.0	79.2		64.3	
Average farm size	65.4	66.9		81.3	
White operators	2,182	2,167	- 0.7	1,442	-33.5
Acres operated by white	148,234	150,393	+ 1.5	123,212	-18.1
Non-white operators	260	166	-36.2	116	-30.1
Acres operated by non- white	11,486	5,685	-50.5	3,455	-39.2

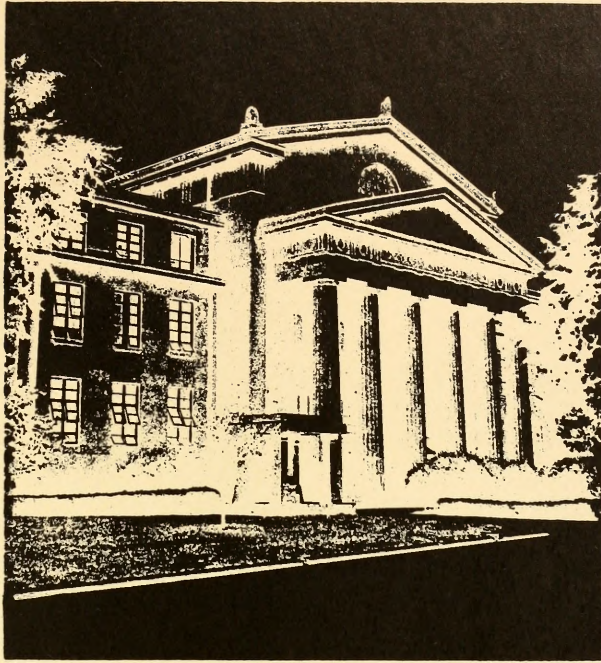
While it is true that farm income is rising and still very important to the economy of Lincoln County, as is evidenced by the fact that the dollar value of all farm products increased by 44 per cent from 1954 to 1959, relative to the total economy, it is not as important as it once was in terms of either employment or income. In addition, it is likely to continue decreasing in importance as the region becomes increasingly industrialized.

TABLE 26

Agricultural Trends -- Lincoln County

	1954 Sales	Per Cent	1959 Sales	Per Cent	% Change
<u>All farm products sold:</u>					
Total	\$3,211,369	100.0	\$4,632,266	100.0	+ 44.2
Average	1,338		2,926		+118.7
<u>All crops sold:</u>	1,671,332	52.0	1,600,601	34.6	- 4.2
Field crops other than regular fruits, etc.	1,566,603	48.8	1,471,268	31.8	- 6.1
Vegetables	19,396	0.6	34,597	0.7	+ 78.4
Fruits and nuts	36,043	1.1	26,018	0.6	- 27.8
Forest products and hor- ticaltural specialty products	49,290	1.5	68,718	1.5	+ 39.4
<u>All livestock and livestock products:</u>	1,540,037	48.0	3,031,665	65.4	+ 96.9
Poultry & poultry products	397,524	12.4	1,393,485	30.1	+250.5
Dairy products	922,828	28.7	1,141,907	24.6	+ 23.7
Livestock & products other than poultry and dairy products	219,685	6.8	496,273	10.7	+125.9

Basically, the number of farm units and farm operators is decreasing, however, the remaining units are larger, more efficient, more mechanized, more productive, and more profitable. The need to provide employment for displaced farm workers is one of the most important problems now facing Lincoln County, and failure to provide sufficient employment for them in the past is one of, if not the major, factor responsible for the large out-migration experienced by Lincoln County.



CONCLUSIONS AND RECOMENDATIONS

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

This report has been an honest attempt to analyze the population and economic structure of Lincolnton and Lincoln County in order to bring to light existing strengths and weaknesses. The purpose is to provide the framework upon which to base the planning program, as well as provide detailed data for governmental, quasi-governmental and civic organizations to aid in reaching decisions relating to the future development and well-being of the Town and County. Perhaps some of the findings may not be well received, but it is hoped that this report will be taken in the same spirit in which it is given -- that of objective cooperation and helpfulness.

A city is not merely a static geographical location set off by corporate boundaries, but a dynamic organism in a constant state of flux. The purpose of planning is to give direction to these changes in order to provide for orderly, well-defined growth and development. If intelligent and rational decisions are to be made in regard to where the city is going in the future, it must first be determined where the city has been in the past. This is the purpose of the population and economic analysis.

In summary, some of the major problems presently facing Lincolnton are:

1. Large out-migration.
2. Decreasing proportions of productive age persons.
3. Low income, educational, and housing levels.
4. Extremely high specialization in the textile and furniture industries resulting in a lack of industrial diversification and stability.
5. Approximately 41 per cent of the total employment in those industries either markedly or highly sensitive to fluctuations of the National Business Cycle.
6. Larger employment opportunity for females than males.
7. Extremely high and erratic unemployment.
8. Large numbers of Lincolnton and Lincoln County residents finding it necessary to out-commute outside the County to work because of insufficient opportunity at home.
9. An economy primarily dependent upon manufacturing activity which, due primarily to large declines in the furniture and textile industries which together constitute approximately 85 per cent of Lincolnton's total manufacturing employment, experienced an 8 per cent decline in employment from 1950 to 1960.
10. Since 1960 little if any progress has been made toward diversifying and stabilizing the economic base, or in providing adequate and sufficiently lucrative male employment despite the fact that Lincoln County in recent years has been one of the leading in the State in the area of industrial recruitments.

Some of the positive aspects of the Lincolnton population and economic structure are:

1. Has a very favorable geographical location which is in close proximity to the Piedmont Crescent and several of North Carolina's major urban areas.
2. Dam site forming Lake Norman is located only 17 miles east of Lincolnton and has approximately 50 miles of shoreline located in Lincoln County. In addition, the power house, with an initial generating capacity of 262,500 kilowatts, is also located in Lincoln County.
3. Has approximately 6,700 production type workers available for employment within a 20-mile radius of Lincolnton.
4. Increasing population each decade for the past 60 years.
5. During 1963 Lincoln County ranked eighth in the State in the number of industrial jobs created. This is largely attributable to the A.R.A. Program.
6. Rapidly increasing per capita income due primarily to increased female employment.
7. Large growth of retail trades.
8. Receiving an increasing proportion of total Lincoln County retail sales.

RECOMMENDATIONS

Of paramount importance to Lincolnton and Lincoln County is the need for attracting new sources of employment so as to provide jobs for displaced workers, and to prevent out-migration by many of the youngest, the best educated, and the most productive members of society. In pursuing this goal, the following are recommendations which I feel are necessary in order to alleviate and rectify some of the problems presently facing Lincolnton and Lincoln County.

1. Recruiting efforts should primarily be concentrated toward the attraction of industry other than that engaged in the manufacture of textile, textile related, and furniture products. Lincolnton and Lincoln County need desperately to diversify and stabilize their economic base.
2. Recruiting efforts should be oriented toward the attraction of industry which offers skilled and challenging employment and wages, working conditions, and promotional opportunities equal to those of surrounding urban areas. This is a must if Lincolnton is to stop the exodus of many of its best educated and most productive citizens.

Since it is doubtful if Lincoln County, due to the existing characteristics of its present labor force, could adequately staff large operations of this nature, it would seem wise to endeavor to attract industries which desire to start small, but plan on expansions in the future.

3. Finally, in contrast to the present policy, Lincoln County should concentrate recruiting efforts toward the attraction of industry which would provide primarily male employment. It would be far better to raise family income levels and therefore the total income of the area by providing better employment for the "breadwinner" than

by putting an additional member of the family to work. Since long term growth and stability are primarily dependent upon employment for males, jobs should first be provided for them -- jobs which would raise the wages of the labor force and which would offer suitable opportunity for those capable of earning good salaries but who, in the past, have found it necessary to go elsewhere to do so; jobs for those who have gone away to college or industrial schools but don't return because there is not suitable or lucrative employment for them.

In summation, Lincoln County, if she is to elevate herself to a level of prosperity and a standard of living approaching that of surrounding urban areas, is going to have to provide better employment opportunity, offering higher pay, and better opportunity for advancement.

Since the ability to provide new and better employment, hence increase income levels and therefore purchasing power resulting in increased growth and prosperity, is dependent upon the ability to attract industry, and since the ability to attract industry is dependent upon the quality of the local labor force which, in turn, is to a large extent, dependent upon education and training, it is recommended that Lincoln County do all in her power to upgrade the educational and training levels of her citizenry. This should include exploring the possibility of establishing a facility to provide industrial training, improvement of all existing educational facilities and doing all possible to keep school drop outs to a minimum (Lincoln County ranked fifteenth in the State during the 1962-63 school year, illustrating the need for much improvement). In short, Lincoln County and Lincoln County should do all that they possibly can to improve the quality of education -- subsequently, the quality of their labor force -- so as to make themselves more attractive to prospective industry. Here again success is dependent upon the ability to create adequate and lucrative employment because upon completion of their education many, if not most, will go where opportunity is the best. If Lincoln County and Lincoln County fail to meet the challenge, migration trends of the past will likely continue in the future, and, as a result, the area will continue to lose many of its most capable and most productive citizens. Consequently, the time and money spent to upgrade educational attainments will be to little or no avail. In other words, the uplifting of educational levels are dependent upon elevation of job opportunity and vice-versa, therefore indicating the need for a close coordination between the two. This is the reason for the recommendation to attract industry which intends to start small, but expand in the future.

Of paramount significance and importance to Lincoln County and surrounding areas is the immeasurable and unlimited potential offered by the establishment of Lake Norman. In addition to enhancing Lincoln County as a place in which to locate industry, and to live by providing an abundance of water, power, excellent recreational facilities, etc., it also provides an opportunity to promote tourism and recreation as a basic industry as well. It is, therefore, highly recommended that all the various avenues of opportunity made possible by

this excellent facility by thoroughly explored and promoted to the maximum.

Other suggestions would include an analysis of the central business district to study the possibility of downtown renovation, as well as an investigation into the prospects for urban renewal.

These are only several of the many possibilities which may be utilized to improve various aspects of the Town. Now it is up to the citizens of Lincolnton to consider and decide what they want their town to be, and then choose the method to accomplish the desired objectives.

STATE LIBRARY OF NORTH CAROLINA



3 3091 00747 7110

